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DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

ONTARIO

1933

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Ontario, 1930 - 1933

This report on Retail Trade in Ontario for the period 1930 - 1933 is the first result of an annual census of merchandising establishments arising out of the Decennial Census taken in 1931 and covering the year 1930. While the latter included in its scope every retail establishment, the annual census includes all chain stores and those independent stores which reported sales for 1930 over a specified amount. The independent stores from which reports were secured were those with an annual turnover of $30,000 or more in 1930 ($20,000 or more in the case of food stores and country general stores) and which continued in business throughout the period. This means that over 70 per cent of the retail business of the Dominion is covered in the annual census. From the reports thus received, and using the year 1930 as the base period, indexes of retail sales for each of the years 1931 to 1933 have been computed. These indexes have then been applied to the total sales of all stores in 1930 in order to arrive at estimates of the total annual business of all retail establishments in each of the following years.

While a large portion of retail trade has been covered in the current census, it is clear that the figures presented in this report for the years 1931, 1932 and 1933 are estimates based on indexes computed from the returns of the establishments reporting. The chief factor which may not be reflected in the sales indexes is a decline in the number of stores in certain kinds of business. No information is available to show the extent to which firms going out of business have not been replaced by new stores of a similar character. The possibility, therefore, of the sales of the surviving stores covered by this census not reflecting completely the trend in retail trade during the period from 1930 to 1933 must be noted. However, it is believed that for the provincial retail trade as a whole the figures may be taken as approximately correct and for certain kind-of-business groups as being more accurate than for others. Among the kind-of-business classifications which are believed to be most accurate are included: Grocery and combination stores, meat markets, department stores, variety stores, automobile dealers, coal and wood yards, drug stores, and restaurants and other eating places.

Summary of Retail Sales.--The total sales of all retail establishments in Ontario during 1933 are estimated at $738,074,000 or 67.1 per cent of the business transacted in 1930. The sales volume for each year from 1930 to 1933 and indexes of sales (base 1930 = 100) are as follows:

Year	Total Sales $	Index of Sales (1930 = 100)
1930	1,099,990,200	100.0
1931	951,849,000	86.5
1932	787,892,000	71.6
1933	738,074,000	67.1

How much of the decrease in dollar volume of sales is due to the decline in price levels and how much to a decrease in the quantity of goods consumed cannot be definitely stated due to the absence of price indexes so constructed as to be strictly comparable. Nevertheless, it is well established that a considerable portion of the drop in dollar volume is due to price declines. While cost of living index numbers are not constructed in such a way as to warrant their use as a correction for price changes in these index numbers of retail sales, they do give some indication of the order of magnitude of the price trends. The Bureau's Cost of Living Indexes for the period under review are given below and, for comparison purposes, have been adjusted to make the 1930 figure = 100.

Index Numbers of Retail Prices, Rents and Costs of Services, Canada

(1930 = 100)

Year	Total Index	Food Index	Fuel Index	Rent Index	Clothing Index	Sundries Index	Retail Price Index (Foods, fuel, clothing, household requirements)
1930	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1931	90.3	78.4	98.4	97.3	87.5	98.0	85.3
1932	82.1	65.2	95.5	89.4	77.5	95.2	75.2
1933	78.3	64.6	91.6	80.4	72.3	93.3	72.8

Separate price indexes are shown for food, fuel, rent and clothing. The sundries index indicates the price changes in a miscellaneous group of commodities, together with the variations in costs of certain services, such as theatre costs, insurance, doctors' and dentists' fees, hospital charges and laundry. The total index given in the second column of the table is an average of the figures in the following five columns, each weighted in proportion to the consumption of the items involved. The last column, "Retail Price Index", is also a weighted average but omits the rental figures and includes only the merchandising items in the sundries index. From this column, it is seen that the retail price level for the Dominion as a whole in 1933 was 72.8 per cent of that in 1930, or that there was a decrease during the period of 27.2 per cent. The indexes of retail sales already given show that the decrease in dollar volume of sales in Ontario over the same period was approximately 32.9 per cent, or between 5 and 6 per cent greater than the Dominion drop in price levels.

A year-to-year comparison of the indexes of retail sales shown above indicate that the most severe decline took place in the period 1931-1932, the figure for the latter year showing a decrease of 17.2 per cent below that of the former. This compares with a much smaller decrease in 1933, when the index for that year was 6.3 per cent lower than that of 1932.

In 1930 there were 43,045 retail stores operating in Ontario. As already stated, the total retail trade figures for the three following years are estimated from returns received from a selected group of stores only so that it is not possible

to give the number of trading establishments in operation during these later years.

Sales by Kinds of Business.--In addition to giving total sales figures, separate data are also shown for the various kind-of-business classifications into which the retail trade has been divided. While all kinds of business show a downward trend over the period under review, wide differences in trends are observed for different classifications. Using the year 1930 as a base period, it is found that the food group of stores showed the highest index (71.1) in 1933, while the furniture and household group showed the lowest index, or 52.4.

Food Stores.--The sales of all food stores in 1933 have already been stated as amounting to 71.1 per cent of the dollar volume in the basic year 1930. When this group is subdivided further, it is seen that the 1933 business of grocery and combination stores amounted to $126,502,000 or 73.2 per cent of the 1930 figure. Combination stores are defined as those units selling both groceries and meats. Sales made by meat markets in 1933 amounted to $20,457,000 or 60.5 per cent of the 1930 sales figure. The lower index for meat markets is at least partly due to the greater drop in the price levels of meat products as compared with grocery items.

Country General Stores.--Country general stores in Ontario sold goods in 1933 amounting in value to $33,310,000 or 69.3 per cent of the 1930 business. Indexes for the two preceding years (base 1930 = 100) are 83.5 and 71.6.

General Merchandise Group.--In 1930, there were 61 establishments in Ontario classified as department stores, and these had total sales during that year of $140,148,400. Due to a few changes in classification and to a number of stores going out of business, the number of department stores had decreased to 55 in 1933 and these had total sales of $95,161,000 or 67.9 per cent of the 1930 amount. Sales made by variety, 5-and-10, and to-a-dollar stores were $16,844,000 or 85.8 per cent of the business transacted by this type of store in 1930.

Automotive Group.--The sales volume of automobile dealer establishments decreased from $109,680,100 in 1930 to 57.7 per cent of that amount, or $63,285,000, in 1933. Indexes based upon the 1930 business for the years 1931 and 1932 are 80.2 and 58.9 respectively. The 1933 business of gasoline filling stations is estimated at $26,415,000 or 76.0 per cent of that transacted in 1930.

Apparel Group.--For the apparel group as a whole, the index of retail sales decreased from 100 in 1930 to 87.2, 72.2 and 68.3 in 1931, 1932 and 1933 respectively. Separate sales figures and indexes are given in the tables for men's and boys' clothing stores, family clothing stores, women's clothing stores, and shoe stores.

Building Materials Group.--Sales made by retail hardware stores in Ontario during 1930 amounted to $27,752,300. The estimated figure for 1933 is $17,428,000 or 62.8 per cent of the 1930 amount. The business of lumber and building material dealers showed a greater decrease, the 1933 sales figure of $9,914,000 forming 45.2 per cent of the 1930 turnover.

Furniture and Household Group.--Sales made by furniture stores in 1933 are estimated at $10,129,000 or 56.5 per cent of the business done in 1930. Sales indexes for 1931 and 1932 are 83.0 and 63.8 respectively. With the exception of a minor classification in the lumber and building materials group, sales of radio and music stores show the greatest decrease during the period under review. The retail trade of these radio and music stores in 1933 amounted to $6,193,000 or 42.7 per cent of the 1930 figure. Indexes for 1931 and 1932 are 76.4 and 52.9 respectively.

Restaurants, Cafeterias and Eating Places.--Total sales of restaurants, cafeterias and eating places in 1930 amounted to $28,633,600. In 1933, the corresponding amount was $17,008,000 or 59.4 per cent of the 1930 figure. Indexes for the two intervening years are 83.8 and 66.4.

Other Retail Stores.--Sales of coal and wood yards in 1933 amounted to $38,386,000 or 84.9 per cent of the 1930 business. This classification is one of the few which shows an increase in business in 1933 over the preceding year, the index numbers for the three years 1931, 1932 and 1933 being 87.8, 80.0 and 84.9 respectively. Drug store sales in 1933 amounted to 78.0 per cent of the 1930 figure, while the 1933 index for jewellery stores was 60.4. Retail sales made by government liquor stores decreased from $34,764,300 in 1930 to 53.7 per cent of that amount, or $18,668,000, in 1933.

Chain Stores and Sales.--In addition to classifying all stores according to kind of business, tables are also shown in which a distinction has been made as between chain stores and independents. In 1930 there were 3,292 chain store units (exclusive of department store chains) operating in Ontario, and these had total retail sales of $214,391,300 or 19.5 per cent of the total retail trade in that year. In 1933, the number of chain units had decreased to 3,210 and these had sales of $150,997,700 or 20.5 per cent of the total business of all retail establishments for the year. That is to say, the proportion of chain store sales to total sales has increased by one per cent during the three-year interval.

The chain figures given above include only data for groups of four or more stores owned or operated by one firm. Figures for voluntary chain stores are not included, and, as already indicated, department store chains are also omitted from these computations.

In Table 2 the proportion of the total retail business transacted by chain stores is shown for each of the years 1930 to 1933. In 1930 the proportion of chain sales to total sales has been stated as 19.5 per cent. In 1931 the ratio had increased to 20.5 per cent, in 1932 it was 20.8 per cent, and in 1933 it had decreased slightly - to 20.5 per cent.

Of the ten kind-of-business classifications in which chains are of most importance, and for which chain ratios are shown in Table 2, five show increases in the proportion of chain business to total business during the period 1930 to 1933. In three kinds of business the proportion of chain sales to total sales decreased, and in the other two there was practically no variation.

In four of the five cases where an increase in chain store percentage of total business is shown, the increase took place almost entirely in 1931, after which there was but little variation. In 1930, grocery and combination store (groceries with meats) chains did 38.9 per cent of the business in this field. In 1933 the proportion had increased to 41.7 per cent. Filling station chains registered an increase of slightly more than 5 per cent, from 26.9 per cent in 1930 to 31.9 per cent in 1933. The ratio for shoe store chains increased during the three-year period from 20.3 per cent to 27.6 per cent, drug chains from 19.9 per cent to 22.4 per cent, and family clothing chains from 16.9 per cent to 18.8 per cent. The fields in which decreases in chain store ratios to total business took place with the percentages for 1930 and 1933 are as follows: Men's and boys' clothing and furnishings, 19.7 per cent to 15.8 per cent; women's apparel and accessories chains, 9.6 per cent to 8.2 per cent; and the restaurant group of chains, 21.4 per cent to 17.8 per cent.

Variety store chains and household appliance chains transacted approximately the same proportion of the total business in these fields in 1933 as in 1930.

Chain Stores and Sales Classified According to Type of Chain.--Chains have been classified as local, provincial, sectional and national, depending upon the extent of territory covered. Local chains are confined to one town or city, while provincial chains have stores located in more than one locality but confined to one province. Sectional chains are defined as those having units in two or three provinces, while national chains have stores in four provinces or more.

All types of chains are included in the figures shown in Table 2. In Table 3 an analysis of chains by types is shown for 1930 and 1933, and for all kinds of business combined little difference is seen in either the relative numbers of stores or value of sales made by the various types. Of the 3,276 chain units operating in Ontario in 1930, 13.68 per cent were units of local chains and these accounted for 12.16 per cent of the total chain business. In 1933 local chain units formed 14.61 per cent of the total number and these accounted for 11.67 per cent of the total chain sales for that year. Corresponding similarities in percentages for 1930 and 1933 will be seen to exist for the provincial, sectional and national chains.

In addition to analyzing all kinds of chains according to type of operation, Table 3 gives corresponding data for some of the main kinds of business in which chains operate. It is seen that, while the proportions of stores and sales attributed to the various types of chain have remained approximately constant for grocery and combination store chains and drug store chains, considerable variations appear in the percentages for the other kinds of business mentioned in the table.

Comparison of Payroll Costs, 1930 and 1933.--In 1930 salaries and wages of paid employees in independent stores in Ontario formed 10.2 per cent of the total sales volume of the same establishments. In 1933 this percentage had increased to 11.2, indicating that the percentage decrease in sales was slightly greater than that of wages. It should be noted that the salary figures given refer to paid employees only and the withdrawals of active proprietors are not included. It is quite probable that the relative number of active proprietors to stores in 1933 was greater than in 1930, and this fact should be kept in mind in interpreting the results shown in Table 4. In addition to giving comparative figures for all kinds of business as a whole, corresponding data are also shown for each of the more important kinds of business into which the retail trade has been divided.

Stocks on Hand.--The census schedules requested that the different reporting firms indicate the value of their stocks on hand (at cost or replacement value) on December 31, 1933. The stocks reported have been expressed as percentages of the annual sales of the same stores and these percentages, together with corresponding data for 1930, are shown in Table 5. Chain store companies reported stocks on hand for the company as a whole and not for each store. Since many chains operate stores in more than one province, and also due to the difficulty in certain cases in segregating warehouse from store stocks, the percentages in Table 5 are based upon returns from independent stores only. Since the value of stocks on hand at the close of the year may not be representative of the average stocks carried throughout the year, and also due to the different value bases as between cost price and selling price, these percentages cannot be used to determine stock turn rates.

For all kinds of business combined, the value of stocks on hand at the end of 1930 formed 16.1 per cent of the total retail sales during that year. In 1933 the corresponding ratio was 18.7 per cent or an increase of 1.6 points. An increase over the three-year period in the percentage of stocks on hand to total sales is found for practically every one of the kind-of-business classifications shown in Table 5.

Table 1.--ONTARIO - Retail Merchandise Trade, 1930 - 1933

Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
		(Estimated)						
	1930	1931	1932	1933	1930	1931	1932	1933
	$	$	$	$				
Total, All Stores	1,099,990,200	951,849,000	787,892,000	738,074,000	100.0	86.5	71.6	67.1
Food Group	255,936,200	222,348,000	192,404,000	181,950,000	100.0	86.9	75.2	71.1
Bakery product stores (manufacturing bakeries not included)	5,022,100	4,520,000	3,706,000	3,455,000	100.0	90.0	73.8	68.8
Candy and confectionery stores	15,762,100	12,956,000	11,223,000	10,293,000	100.0	82.2	71.2	65.3
Dairy product dealers (other than manufacturing dairies)	14,172,900	12,755,000	11,664,000	11,480,000	100.0	90.0	82.3	81.0
Fruit and vegetable stores	10,255,000	8,953,000	8,071,000	7,589,000	100.0	87.3	78.7	74.0
Grocery and combination stores	172,935,300	153,273,000	133,281,000	126,502,000	100.0	88.6	77.1	73.2
Meat markets (including sea foods)	33,814,000	26,747,000	21,979,000	20,457,000	100.0	79.1	65.0	60.5
Other food stores	3,974,800	3,144,000	2,480,000	2,174,000	100.0	79.1	62.4	54.7
Country General Stores	48,066,000	40,135,000	34,415,000	33,310,000	100.0	83.5	71.6	69.3
General Merchandise Group	180,383,600	166,337,000	134,782,000	124,905,000	100.0	92.2	74.7	69.2
Department stores	140,148,400	129,777,000	102,589,000	95,161,000	100.0	92.6	73.2	67.9
Dry goods stores	13,211,500	11,111,000	9,486,000	8,376,000	100.0	84.1	71.8	63.4
General merchandise stores	7,392,500	6,269,000	4,960,000	4,524,000	100.0	84.8	67.1	61.2
Variety stores	19,631,200	19,180,000	17,747,000	16,844,000	100.0	97.7	90.4	85.8
Automotive Group	167,410,500	138,726,000	111,557,000	106,358,000	100.0	82.9	66.6	63.5
Motor vehicle dealers	109,680,100	87,963,000	64,602,000	63,285,000	100.0	80.2	58.9	57.7
Accessories, tires and batteries	5,453,600	4,630,000	4,510,000	4,783,000	100.0	84.9	82.7	87.7
Filling stations	34,756,300	31,385,000	29,334,000	26,415,000	100.0	90.3	84.4	76.0
Garages	15,931,600	13,558,000	12,172,000	10,977,000	100.0	85.1	76.4	68.9
Motorcycles, bicycles and supplies) Other automotive establishments)	1,588,900	1,190,000	939,000	898,000	100.0	74.9	59.1	56.5
Apparel Group	93,711,300	81,757,000	67,614,000	64,022,000	100.0	87.2	72.2	68.3
Men's and boys' clothing and furnishings stores (includes custom tailoring)	32,327,700	26,444,000	20,787,000	19,655,000	100.0	81.8	64.3	60.8
Family clothing stores	14,882,300	13,662,000	12,010,000	12,040,000	100.0	91.8	80.7	80.9
Women's apparel and accessories stores	30,326,200	27,142,000	22,168,000	20,228,000	100.0	89.5	73.1	66.7

Kind of Business	Total Net Sales				Index of Retail Sales (1930 = 100)			
		(Estimated)						
	1930	1931	1932	1933	1930	1931	1932	1933
	$	$	$	$				
Building Materials Group	61,398,100	50,734,000	37,255,000	32,758,000	100.0	82.6	60.7	53.4
Hardware stores	27,752,300	24,089,000	19,038,000	17,428,000	100.0	86.8	68.6	62.8
Lumber and building material dealers	21,950,000	16,704,000	11,612,000	9,914,000	100.0	76.1	52.9	45.2
Other building materials (including roofing materials)	3,894,200	3,497,000	1,776,000	1,203,000	100.0	89.8	45.6	30.9
Electrical shops (without radio) Heating and plumbing shops Paint and glass stores	7,801,600	6,444,000	4,829,000	4,213,000	100.0	82.6	61.9	54.0
Furniture and Household Group	43,713,000	35,284,000	26,478,000	22,887,000	100.0	80.7	60.6	52.4
Furniture stores	17,928,100	14,880,000	11,438,000	10,129,000	100.0	83.0	63.8	56.5
Household appliance stores	7,505,400	6,522,000	5,276,000	4,548,000	100.0	86.9	70.3	60.6
Other home furnishings (including floor coverings, curtains, etc.)	3,777,000	2,802,000	2,092,000	2,017,000	100.0	74.2	55.4	53.4
Radio and music stores	14,502,500	11,080,000	7,672,000	6,193,000	100.0	76.4	52.9	42.7
Restaurants, Cafeterias and Eating Places	28,633,600	23,995,000	19,013,000	17,008,000	100.0	83.8	66.4	59.4
Other Retail Stores	215,596,800	188,394,000	161,145,000	151,452,000	100.0	87.4	74.7	70.2
Farmers' supply stores	15,046,100	11,791,000	10,023,000	9,944,000	100.0	78.4	66.6	66.1
Book stores	4,200,900	3,627,000	3,002,000	2,649,000	100.0	86.3	71.5	63.1
Coal and wood yards (including ice)	45,212,700	39,697,000	36,170,000	38,386,000	100.0	87.8	80.0	84.9
Ice dealers	2,268,000	2,282,000	2,052,000	2,025,000	100.0	100.6	90.5	89.3
Drug stores	35,207,500	33,200,000	30,490,000	27,462,000	100.0	94.3	86.6	78.0
Florists	4,600,000	3,827,000	3,271,000	2,880,000	100.0	83.2	71.1	62.6
Jewellery stores	11,338,500	9,286,000	7,710,000	6,848,000	100.0	81.9	68.0	60.4
Office, school and store supplies and equipment dealers	9,170,300	7,721,000	5,860,000	5,255,000	100.0	84.2	63.9	57.3
Tobacco stores and stands	15,407,200	13,974,000	12,449,000	11,232,000	100.0	90.7	80.8	72.9
Government liquor stores	34,764,300	29,550,000	22,805,000	18,668,000	100.0	85.0	65.6	53.7
Brewers' warehouses	14,894,400	13,569,000	10,590,000	9,756,000	100.0	91.1	71.1	65.5
Unclassified kinds of business	23,486,900	19,870,000	16,723,000	16,347,000	100.0	84.6	71.2	69.6
Secondhand Stores	5,141,100	4,139,000	3,229,000	3,424,000	100.0	80.5	62.8	66.6

Table 2.--ONTARIO - Retail Merchandise Trade, 1930 - 1933

Comparison of Chain Sales and Total Sales, All Stores, and Selected Kinds of Business

	1930	1931	1932	1933
	$	$	$	$
All Stores, Total Sales	1,099,990,200	951,849,000	787,892,000	738,074,000
Chain sales	214,391,300	195,362,900	163,814,600	150,997,700
Percentage chains to total.	19.5	20.5	20.8	20.5
Grocery and Combination Stores, Total	172,935,300	153,273,000	133,281,000	126,502,000
Chain sales	67,211,400	64,130,400	55,944,700	52,782,100
Percentage chains to total.	38.9	41.8	42.0	41.7
Variety, 5-and-10, and to-a-dollar Stores, Total	19,631,200	19,178,000	17,747,000	16,844,000
Chain sales	18,408,300	18,051,500	16,728,500	15,917,900
Percentage chains to total.	93.8	94.1	94.3	94.5
Filling Stations, Total	34,756,300	31,385,000	29,334,000	26,415,000
Chain sales	9,332,900	9,724,300	9,197,400	8,432,700
Percentage chains to total.	26.9	31.0	31.4	31.9
Men's and Boys' Clothing and Furnishings (includes custom tailors), Total	32,327,700	26,444,000	20,787,000	19,655,000
Chain sales	6,357,500	5,111,900	3,439,900	3,106,200
Percentage chains to total.	19.7	19.3	16.5	15.8
Family Clothing Stores, Total ..	14,882,300	13,662,000	12,010,000	12,040,000
Chain sales	2,521,200	2,467,100	2,243,900	2,259,200
Percentage chains to total.	16.9	18.1	18.7	18.8
Women's Apparel and Accessories Stores, Total	30,326,200	27,148,000	22,175,000	20,231,000
Chain sales	2,894,800	2,439,800	1,945,200	1,660,600
Percentage chains to total.	9.6	9.0	8.8	8.2
Shoe Stores, Total	16,175,100	14,509,000	12,649,000	12,099,000
Chain sales	3,290,200	3,339,000	3,137,900	3,336,600
Percentage chains to total.	20.3	23.0	24.8	27.6
Household Appliance Stores, Total	7,505,400	6,522,000	5,276,000	4,548,000
Chain sales	3,403,800	2,813,100	2,446,400	2,041,300
Percentage chains to total.	45.4	43.1	46.4	44.9
Restaurants, Cafeterias and Eating Places, Total	28,633,600	23,995,000	19,013,000	17,008,000
Chain sales	6,130,000	4,856,700	3,627,000	3,024,900
Percentage chains to total.	21.4	20.2	19.1	17.8
Drug Stores, Total	35,207,500	33,200,000	30,490,000	27,462,000
Chain sales	6,989,200	7,280,400	6,974,500	6,163,800
Percentage chains to total.	19.9	21.9	22.9	22.4

Table 3.--ONTARIO - Retail Merchandise Trade, 1930 - 1933

Chain Stores and Sales Classified by Types of Operation

	1930				1933			
	Stores		Sales		Stores		Sales	
	Number	%	Amount	%	Number	%	Amount	%
			$				$	
All Chains, Total	3,276	100.00	214,391,300	100.00	3,210	100.00	150,997,700	100.00
Local chains	448	13.68	26,077,100	12.16	469	14.61	17,622,600	11.67
Provincial chains	1,084	33.09	90,916,700	42.41	1,027	31.99	60,099,400	39.80
Sectional chains	491	14.99	29,647,700	13.83	512	15.95	22,873,900	15.15
National chains	1,253	38.24	67,749,800	31.60	1,202	37.45	50,401,800	33.38
Grocery and Combination Chains, Total	1,020	100.00	67,211,400	100.00	1,038	100.00	52,782,100	100.00
Local chains	75	7.35	3,074,500	4.58	83	8.00	3,026,200	5.74
Provincial chains	313	30.69	26,992,500	40.16	342	32.95	21,252,600	40.26
Sectional chains	257)	61.96	37,144,400	55.26	255)	59.05	28,503,300	54.00
National chains	375)				358)			
Variety Chains, Total	152	100.00	18,408,300	100.00	176	100.00	15,917,900	100.00
Provincial chains	28	18.42	859,800	4.67	44	25.00	1,160,400	7.29
Sectional chains	15)	81.58	17,548,500	95.33	14)	75.00	14,757,500	92.71
National chains	109)				118)			
Filling Station Chains, Total	484	100.00	9,332,900	100.00	476	100.00	8,432,700	100.00
Local chains	16	3.31	321,900	3.45	20	4.20	800,000	9.49
Provincial chains	132	27.27	2,312,500	24.78	109	22.90	1,469,900	17.43
Sectional chains	106	21.90	1,884,200	20.19	118	24.79	2,437,300	28.90
National chains	230	47.52	4,814,300	51.58	229	48.11	3,725,500	44.18
Men's and Boys' Clothing and Furnishings Chains, Total	117	100.00	6,357,500	100.00	76	100.00	3,106,200	100.00
Local chains	9)	52.99	3,428,500	53.93	8)	31.58	1,530,900	49.29
Provincial chains	53)				16)			
Sectional chains	19)	47.01	2,929,000	46.07	23)	68.42	1,575,300	50.71
National chains	36)				29)			

Table 3.--ONTARIO - Retail Merchandise Trade, 1930 - 1933 (Cont'd.) -

	1930				1933			
	Stores		Sales		Stores		Sales	
	Number	%	Amount	%	Number	%	Amount	%
			$				$	
Women's Apparel and Accessories Chains,								
Total	90	100.00	2,894,800	100.00	75	100.00	1,660,600	100.00
Local chains	17	18.89	422,300	14.59	34	45.33	588,300	35.43
Provincial chains	40	44.44	1,159,500	40.05	19	25.34	535,600	32.25
Sectional chains	11)	36.67	1,313,000	45.36	1)	29.33	536,700	32.32
National chains	22)				21)			
Household Appliance Chains, Total	95	100.00	3,403,800	100.00	77	100.00	2,041,300	100.00
Local chains	4)	37.89	1,108,200	32.56	4)	38.96	505,000	24.74
Provincial chains	32)				26)			
Sectional chains	4)	62.11	2,295,600	67.44	2)	61.04	1,536,300	75.26
National chains	55)				45)			
Restaurant Chains, Total	127	100.00	5,962,800	100.00	117	100.00	3,024,900	100.00
Local chains	10)	26.77	2,642,800	44.32	10)	19.66	1,039,300	34.36
Provincial chains	24)				13)			
Sectional chains	10)	73.23	3,320,000	55.68	12)	80.34	1,985,600	65.64
National chains	83)				82)			
Drug Chains, Total	137	100.00	6,989,200	100.00	156	100.00	6,163,800	100.00
Local chains	50	36.50	1,630,200	23.32	58	37.18	1,346,600	21.85
Provincial chains	62)	63.50	5,359,000	76.68	68)	62.82	4,817,200	78.15
National chains	25)				30)			
All Other Chains, Total	1,054	100.00	93,830,600	100.00	1,019	100.00	57,868,200	100.00
Local chains	267	25.33	19,076,500	20.33	252	24.73	11,271,900	19.48
Provincial chains	400	37.95	49,896,300	53.18	390	38.27	29,612,200	51.17
Sectional chains	69	6.55	3,597,100	3.83	87	8.54	2,691,400	4.65
National chains	318	30.17	21,260,700	22.66	290	28.46	14,292,700	24.70

ONTARIO - Retail Merchandise Trade, 1930 - 1933

Table 4.--Percentages of Payroll Costs to Total Sales, 1930 and 1933 Compared (Independent stores only and proprietors' salaries or wages not included)

Table 5.--Percentages of Stocks on Hand (End of Year at Cost) to Total Sales, 1930 and 1933 Compared (Independent stores only)

Kind of Business	Payroll costs, per cent of net sales		Stocks on hand, per cent of net sales	
	1930	1933	1930	1933
Total, All Stores	10.2	11.2	16.1	18.7
Food Group	7.2	8.5	6.1	7.3
Dairy products dealers	16.1	19.7	1.5	1.6
Fruit and vegetable stores	5.0	5.7	3.9	3.7
Grocery and combination stores	5.9	6.6	7.4	8.8
Meat markets (including sea foods)	7.4	9.6	2.1	2.9
Country General Stores	4.5	5.4	33.3	38.0
General Merchandise Group	13.6	16.2	15.8	17.2
Department stores	13.1	16.8	13.7	15.1
Dry goods stores	10.8	12.2	38.8	42.2
General merchandise stores	8.4	8.7	30.3	31.8
Automotive Group	9.2	10.0	8.8	10.5
Motor vehicle dealers	8.9	9.9	9.0	10.7
Accessories, tires and batteries	9.2	9.2	12.6	13.7
Garages	14.8	14.8	6.7	9.4
Motorcycles, bicycles, supplies; Other automotive establishments	9.7	11.8	18.2	27.5
Apparel Group	11.3	11.6	31.7	33.5
Men's and boys' clothing and furnishings stores (includes custom tailors)	11.6	11.9	36.3	37.8
Family clothing stores	10.7	10.8	38.4	39.4
Women's apparel and accessories stores	11.8	12.4	19.4	20.2
Shoe stores	10.4	9.8	40.2	43.9

ONTARIO - Retail Merchandise Trade, 1930 - 1933

Tables 4 and 5 (Cont'd.) -

Kind of Business	Payroll costs, per cent of net sales		Stocks on hand, per cent of net sales	
	1930	1933	1930	1933
Building Materials Group	10.7	12.3	27.0	38.3
Hardware stores	10.7	11.7	34.8	48.0
Lumber and building material dealers	10.1	11.7	25.2	32.8
Other building materials (includes roofing materials)	8.3	12.6	8.6	19.2
Electrical shops (without radio)) Paint and glass stores) Heating and plumbing shops)	19.2	18.6	25.9	35.5
Furniture and Household Group	12.5	13.6	27.3	34.5
Furniture stores	10.5	10.9	30.5	37.4
Household appliance stores	16.6	19.7	19.8	24.7
Radio and music stores	13.0	14.5	15.2	16.7
Restaurants, Cafeterias and Eating Places.	21.4	21.8	2.6	3.2
Other Retail Stores	8.7	8.3	15.2	17.7
Book stores	24.7	25.3	27.8	34.4
Coal and wood yards (including ice)	5.2	3.4	6.8	7.3
Ice dealers	30.0	28.5	7.6	6.7
Drug stores	11.5	12.1	27.5	30.7
Florists	14.8	18.9	7.4	13.8
Jewellery stores	15.3	17.1	52.5	69.1
Office, school and store supplies and equipment dealers	20.6	22.7	20.1	32.1
Brewers' warehouses	3.0	3.6	7.8	10.7
Secondhand Group	13.2	13.8	23.3	37.3

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Ontario, 1934

Retail trade in Ontario for the year 1934 amounted to $815,982,000, according to calculations made by the Bureau of Statistics and based upon reports received for the annual Census of Merchandising and Service Establishments. This figure represents an increase of approximately 11 per cent in value of sales over 1933 and it is also 3.8 per cent higher than the amount recorded for 1932. Representing the value of retail trade for 1930 by 100, sales for the following years may be represented by 86.4 for 1931, 71.5 for 1932, 66.9 for 1933, and 74.2 for 1934.

While increases in trade were recorded for practically all lines of business, the greatest gain over 1933 was experienced by motor vehicle dealers. The total business of these establishments for 1934, including the sale of both new and used vehicles, amounted to $87,818,000, an increase of 38.8 per cent over the figure reported for 1933, and was about on a par with the business transacted in 1931. Other kinds of business which experienced marked upward movements in 1934, together with percentage increases over 1933, are as follows: Household appliance stores, 31.2 per cent; lumber and building material dealers, 25.5 per cent; office, school and store supply and equipment dealers, 24.1 per cent; radio and music stores, 19.2 per cent; men's clothing stores, 16.2 per cent; and furniture stores, 16.2 per cent.

Sales of grocery stores (including grocery stores with meat departments) were $131,415,000 for 1934, an increase of 4.2 per cent over the amount recorded for 1933 and approximately equal to the 1932 figure. Sales of meat markets for 1934 were $23,427,000 or 14.5 per cent higher than in 1933. Value of sales for country general stores showed an increase over 1933 of 11.7 per cent; for department stores the increase was 6.2 per cent; for women's apparel and accessories stores, 7.0 per cent; for hardware stores, 14.0 per cent; for coal and wood yards, 2.6 per cent; and for drug stores, 4.2 per cent.

Chain Store Sales.--For all retail trade in the province as a whole, the percentage of chain store sales to total sales has varied but slightly since 1930, the first year for which figures are available. In that year chain stores did 19.5 per cent of the total business of the province while in 1933 the ratio was 20.5 per cent. In 1934 chain store sales amounted to $162,096,200 or 19.9 per cent of the total business of all stores. This figure includes the Ontario sales of all retail organizations operating four or more units, exclusive only of department stores. For the Census of Merchandising, all department stores have been treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures mentioned above.

Of the total sales of all grocery and combination stores in Ontario in 1934 amounting to $131,415,000, chain store sales were $54,180,500 or 41.2 per cent. In 1933 the corresponding ratio was 41.9 per cent while in 1930 it was 38.9 per cent. The ratios of chain store sales to total sales for 1934 for certain other kinds of business, together with the corresponding ratios for 1933 in brackets, are as follows: Variety,

5-and-10, and to-a-dollar stores, 94.2 (94.5); filling stations, 35.8 (31.9); shoe stores, 31.1 (27.6); household appliance stores, 52.6 (44.9); and drug stores, 22.2 (22.4).

Scope of Census.--This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. In all, including both chain stores and independent stores, returns were received covering approximately 10,000 establishments in Ontario and it is estimated that these transacted about 70 per cent of the total business of all retail stores in the province. The reports which have been secured have been used to determine the most probable value of sales for those units which do not report to the annual census, so that the figures given in this report relate to all retail trade and not only to the business transacted by the reporting firms. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during the year. Table 1 shows the value of sales for each year from 1930 to 1934 for all retail trade in the province as a whole and also for the various kind-of-business classifications used in this Census. Indexes of sales (1930 = 100) are also shown together with the percentage change in sales between 1933 and 1934. In Table 2 a comparison is made as between chain store sales and total sales. Table 3 presents a comparison for 1933 and 1934 of sales by departments of department stores. Supplementary tables are in course of preparation showing employment and wage figures, gross margin percentages, and value of inventory on hand at the close of the year. A detailed analysis classifying employees engaged in retail trade on the basis of weekly wage payments is also being prepared.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Total Net Sales					Index of Retail Sales (1930 = 100.0)					% of Change
		(Estimated)									
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	1933-1934
	$	$	$	$	$						
Total, All Stores	1,099,990,200	950,891,000	786,082,000	735,861,000	815,982,000	100.0	86.4	71.5	66.9	74.2	+10.9
Food Group	255,936,200	221,951,000	191,937,000	181,519,000	192,590,000	100.0	86.7	75.0	70.9	75.2	+ 6.1
Bakery product stores (manufacturing bakeries not included)	5,022,100	4,520,000	3,706,000	3,455,000	3,822,000	100.0	90.0	73.8	68.8	76.1	+10.6
Candy and confectionery stores	15,762,100	12,956,000	11,223,000	10,293,000	11,216,000	100.0	82.2	71.2	65.3	71.2	+ 9.0
Dairy product dealers (other than manufacturing dairies)	14,172,900	12,756,000	11,664,000	11,480,000	12,431,000	100.0	90.0	82.3	81.0	87.7	+ 8.3
Fruit and vegetable stores	10,255,000	8,953,000	8,071,000	7,589,000	8,074,000	100.0	87.3	78.7	74.0	78.7	+ 6.4
Grocery and combination stores	172,935,300	152,875,000	132,814,000	126,070,000	131,415,000	100.0	88.4	76.8	72.9	76.0	+ 4.2
Meat markets (including sea foods)	33,814,000	26,747,000	21,979,000	20,458,000	23,427,000	100.0	79.1	65.0	60.5	69.3	+14.5
Other food stores	3,974,800	3,144,000	2,480,000	2,174,000	2,205,000	100.0	79.1	62.4	54.7	55.5	+ 1.4
Country General Stores	48,066,000	40,135,000	34,415,000	33,310,000	37,210,000	100.0	83.5	71.6	69.3	77.4	+11.7
General Merchandise Group	180,383,600	166,047,000	133,870,000	124,236,000	132,898,000	100.0	92.1	74.2	68.9	73.7	+ 7.0
Department stores	140,148,400	129,487,000	101,677,000	94,492,000	100,343,000	100.0	92.4	72.5	67.4	71.6	+ 6.2
Dry goods stores	13,211,500	11,111,000	9,486,000	8,376,000	9,162,000	100.0	84.1	71.8	63.4	69.3	+ 9.4
General merchandise stores	7,392,500	6,269,000	4,960,000	4,524,000	5,179,000	100.0	84.8	67.1	61.2	70.0	+14.5
Variety stores	19,631,200	19,180,000	17,747,000	16,844,000	18,214,000	100.0	97.7	90.4	85.8	92.8	+ 8.1
Automotive Group	167,410,500	138,328,000	110,777,000	105,005,000	128,452,000	100.0	82.6	66.2	62.7	76.7	+20.8
Motor vehicle dealers	109,680,100	87,963,000	64,602,000	63,285,000	87,818,000	100.0	80.2	58.9	57.7	80.1	+38.8
Accessories, tires and batteries	5,453,600	4,232,000	3,730,000	3,430,000	3,197,000	100.0	77.6	68.4	62.9	58.6	- 6.8
Filling stations	34,756,300	31,385,000	29,334,000	26,415,000	25,264,000	100.0	90.3	84.4	76.0	72.7	- 4.4
Garages	15,931,600	13,558,000	12,172,000	10,977,000	11,243,000	100.0	85.1	76.4	68.9	70.6	+ 2.4
Other automotive establishments (including motorcycles, bicycles and supplies)	1,588,900	1,190,000	939,000	898,000	930,000	100.0	74.9	59.1	56.5	58.5	+ 3.5
Apparel Group	93,711,300	81,757,000	67,615,000	64,022,000	71,246,000	100.0	87.2	72.2	68.3	76.0	+11.3
Men's and boys' clothing and furnishings (includes custom tailors)	32,327,700	26,444,000	20,787,000	19,655,000	22,873,000	100.0	81.8	64.3	60.8	70.8	+16.4
Family clothing stores	14,882,300	13,662,000	12,010,000	12,040,000	13,965,000	100.0	91.8	80.7	80.9	93.8	+16.0
Women's apparel and accessories stores	30,326,200	27,142,000	22,169,000	20,228,000	21,648,000	100.0	89.5	73.1	66.7	71.4	+ 7.0
Shoe stores	16,175,100	14,509,000	12,649,000	12,099,000	12,760,000	100.0	89.7	78.2	74.8	78.9	+ 5.5

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Total Net Sales					Index of Retail Sales (1930 = 100.0)					% of Change
		(Estimated)									
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	1933-1934
	$	$	$	$	$						
Building Materials Group	61,398,100	50,734,000	37,255,000	32,758,000	38,688,000	100.0	82.6	60.7	53.4	63.0	+18.1
Hardware stores	27,752,300	24,089,000	19,038,000	17,428,000	19,860,000	100.0	86.8	68.6	62.8	71.6	+14.0
Lumber and building materials	21,950,000	16,704,000	11,612,000	9,914,000	12,441,000	100.0	76.1	52.9	45.2	56.7	+25.5
Other building materials (including roofing materials)	3,894,200	3,497,000	1,776,000	1,203,000	1,649,000	100.0	89.8	45.6	30.9	42.3	+37.0
Electrical shops (without radio) .....) Heating and plumbing shops .....) Paint and glass stores .....)	7,801,600	6,444,000	4,829,000	4,213,000	4,738,000	100.0	82.6	61.9	54.0	60.7	+12.5
Furniture and Household Group ...	43,713,000	35,285,000	26,479,000	22,887,000	27,431,000	100.0	80.7	60.6	52.4	62.8	+19.9
Furniture stores	17,928,100	14,880,000	11,438,000	10,129,000	11,773,000	100.0	83.0	63.8	56.5	65.7	+16.2
Household appliance stores	7,505,400	6,522,000	5,276,000	4,548,000	5,966,000	100.0	86.9	70.3	60.6	79.5	+31.2
Other home furnishings (including floor coverings, curtains, etc.)	3,777,000	2,803,000	2,093,000	2,017,000	2,310,000	100.0	74.2	55.4	53.4	61.2	+14.6
Radio and music stores	14,502,500	11,080,000	7,672,000	6,193,000	7,382,000	100.0	76.4	52.9	42.7	50.9	+19.2
Restaurants, Cafeterias and Eating Places	28,633,600	23,995,000	19,013,000	17,008,000	18,244,000	100.0	83.8	66.4	59.4	63.7	+ 7.3
Other Retail Stores	220,737,900	192,659,000	164,721,000	155,116,000	169,223,000	100.0	87.3	74.6	70.3	76.7	+ 9.1
Farmers' supplies	15,046,100	11,792,000	10,024,000	9,944,000	11,694,000	100.0	78.4	66.6	66.1	77.7	+17.6
Book stores	4,200,900	3,627,000	3,002,000	2,649,000	2,739,000	100.0	86.3	71.5	63.1	65.2	+ 3.4
Coal and wood yards	45,212,700	39,697,000	36,170,000	38,386,000	39,395,000	100.0	87.8	80.0	84.9	87.1	+ 2.6
Ice dealers	2,268,000	2,282,000	2,053,000	2,025,000	2,072,000	100.0	100.6	90.5	89.3	91.4	+ 2.3
Drug stores	35,207,500	33,201,000	30,490,000	27,462,000	28,610,000	100.0	94.3	86.6	78.0	81.3	+ 4.2
Florists	4,600,000	3,827,000	3,271,000	2,880,000	3,123,000	100.0	83.2	71.1	62.6	67.9	+ 8.5
Jewellery stores	11,338,500	9,286,000	7,710,000	6,848,000	7,509,000	100.0	81.9	68.0	60.4	66.2	+ 9.6
Office, school and store supplies and equipment dealers	9,170,300	7,721,000	5,860,000	5,255,000	6,520,000	100.0	84.2	63.9	57.3	71.1	+24.1
Tobacco stores and stands	15,407,200	13,974,000	12,449,000	11,232,000	11,941,000	100.0	90.7	80.8	72.9	77.5	+ 6.3
Government liquor stores	34,764,300	29,550,000	22,805,000	18,668,000	18,980,000	100.0	85.0	65.6	53.7	54.6	+ 1.7
Brewers' warehouses	14,894,400	13,569,000	10,590,000	9,756,000	14,087,000	100.0	91.1	71.1	65.5	94.6	+44.4
Unclassified kinds of business	28,628,000	24,133,000	20,297,000	20,011,000	22,553,000	100.0	84.3	70.9	69.9	78.8	+12.7

ONTARIO RETAIL MERCHANDISE TRADE, 1934

Table 2.--Comparison of Chain Store Sales and Total Sales, by Years

	1930	1931	1932	1933	1934
ALL STORES, Total Sales .	$1,099,990,200	950,891,000	786,082,000	735,861,000	815,982,000
Chain store sales.	$ 214,391,300	195,362,900	163,814,600	150,908,000	162,096,400
%, chains to total	19.5	20.6	20.8	20.5	19.9
Grocery and Combination Stores, Total Sales ...	$ 172,935,300	152,875,000	132,814,000	126,070,000	131,415,000
Chain store sales.	$ 67,211,400	64,130,400	55,944,700	52,782,100	54,180,500
%, chains to total	38.9	42.0	42.1	41.9	41.2
Variety, 5-and-10, and to-a-dollar Stores, Total Sales	$ 19,631,200	19,180,000	17,747,000	16,844,000	18,214,000
Chain store sales.	$ 18,408,300	18,051,500	16,728,500	15,917,900	17,151,100
%, chains to total	93.8	94.1	94.3	94.5	94.2
Filling Stations, Total Sales	$ 34,756,300	31,385,000	29,334,000	26,415,000	25,264,000
Chain station sales	$ 9,332,900	9,724,300	9,197,400	8,432,700	9,042,300
%, chains to total	26.9	31.0	31.4	31.9	35.8
Men's and Boys' Clothing & Furnishings (includes custom tailors), Total Sales	$ 32,327,700	26,444,000	20,787,000	19,655,000	22,873,000
Chain store sales.	$ 6,357,500	5,111,900	3,439,900	3,106,200	4,005,400
%, chains to total	19.7	19.3	16.6	15.8	17.5
Family Clothing Stores, Total Sales	$ 14,882,300	13,662,000	12,010,000	12,040,000	13,965,000
Chain store sales.	$ 2,521,200	2,467,100	2,243,900	2,259,200	2,688,800
%, chains to total	16.9	18.1	18.7	18.8	19.3
Women's Apparel and Accessories Stores, Total Sales	$ 30,326,200	27,142,000	22,169,000	20,228,000	21,648,000
Chain store sales.	$ 2,894,800	2,439,800	1,945,200	1,660,600	1,708,600
%, chains to total	9.6	9.0	8.8	8.2	7.9
Shoe Stores, Total Sales.	$ 16,175,100	14,509,000	12,649,000	12,099,000	12,760,000
Chain store sales.	$ 3,290,200	3,339,000	3,137,900	3,336,600	3,963,400
%, chains to total	20.3	23.0	24.8	27.6	31.1
Household Appliance Stores, Total Sales ...	$ 7,505,400	6,522,000	5,276,000	4,548,000	5,966,000
Chain store sales.	$ 3,403,800	2,813,100	2,446,400	2,041,300	3,138,300
%, chains to total	45.4	43.1	46.4	44.9	52.6
Restaurants, Cafeterias and Eating Places, Total Sales	$ 28,633,600	23,995,000	19,013,000	17,008,000	18,244,000
Chain store sales.	$ 5,962,800	4,856,700	3,627,000	3,024,900	2,870,200
%, chains to total	20.8	20.2	19.1	17.8	15.7
Drug Stores, Total Sales.	$ 35,207,500	33,201,000	30,490,000	27,462,000	28,610,000
Chain store sales.	$ 6,989,200	7,280,400	6,974,500	6,163,800	6,344,400
%, chains to total	19.9	21.9	22.9	22.4	22.2

ONTARIO RETAIL MERCHANDISE TRADE, 1934

Table 3.--Sales by Commodity Groups for Department Stores, 1933 and 1934

Department	Sales in 1933	Sales in 1934	% of Change
	$	$	
Total Sales, All Departments	94,491,500	100,343,100	+ 6.2
pparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	24,009,400	25,444,200	+ 6.0
utomotive supplies (including tires, batteries, automotive parts)	458,900	541,900	+18.1
afeterias and restaurants (including fountain and lunch rooms)	1,925,200	1,967,300	+ 2.2
lothing and furnishings, men's and boys' (including hats and caps)	11,003,800	11,798,300	+ 7.2
rugs and toilet articles and preparations (including cameras and photographic supplies)	2,369,600	2,215,900	- 6.5
ry goods and notions (including piece goods - silks, woollens, cottons, linens - ribbons, laces, embroideries, buttons, thread, patterns, yarns)	8,664,300	9,040,600	+ 4.3
arm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	526,100	590,500	+12.2
ood and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	5,787,300	5,454,600	- 5.7
urniture (including mattresses, springs)	5,289,600	5,757,400	+ 8.8
ardware and kitchen utensils (including paints, wallpaper)	3,220,700	3,401,600	+ 5.6
ome furnishings (draperies, curtains, bedding, table linen, china, glassware, pictures, window shades, floor coverings)	9,449,000	10,682,900	+13.1
ousehold appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	2,457,900	2,750,100	+11.9
ewellery and optical goods (including clocks, watches, silverware, plated ware)	1,975,100	2,141,800	+ 8.4
eather goods and travelling goods (including purses and hand-bags)	936,100	1,048,300	+12.0
illinery	1,622,800	1,695,700	+ 4.5
adios, musical instruments, and supplies	1,543,800	1,696,100	+ 9.9
hoes and other footwear (men's, women's and children's)	7,596,400	7,918,600	+ 4.2
porting goods (including bicycles, toys, games)	2,109,300	2,346,200	+11.2
tationery, books and magazines	1,483,000	1,514,000	+ 2.1
eceipts from repair or service departments, not included elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)	1,379,700	1,397,900	+ 1.3
iscellaneous merchandise (Specify principal departments included here, giving figures for each one whose sales amount to more than 5 per cent of total store sales)	683,500	939,200	+37.4

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

ONTARIO

1935

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Ontario, 1935

Retail sales in Ontario in 1935 totalled more than $848,000,000, an increase of 4 per cent over the sales of 1934, according to calculations made by the Bureau of Statistics and based upon reports secured for the annual Census of Merchandising and Service Establishments. The value of retail trade was 15 per cent higher in 1935 than it was in 1933, when the lowest point in the depression was reached, but it was still 23 per cent below the 1930 level.

The greatest gains in 1935 over the preceding year were recorded by those kinds of business which experienced the greatest reduction in trade prior to 1934 and which deal primarily in luxury or semi-luxury lines of merchandise, such as motor vehicle dealers, furniture stores, household appliance stores, radio and music stores and jewellery stores. On the other hand, grocery stores, country general stores, and other types of retail establishments dealing chiefly in necessities or stable lines of goods recorded but slight increases.

For the second consecutive year, motor vehicle dealers reported the greatest annual increase in business, the aggregate sales of all such establishments in the province amounting to $102,571,000, an increase of 17 per cent over the 1934 figure and only 6 per cent below the corresponding amount for 1930. The sales figure for motor vehicle dealers covers total receipts from all sources, including the sales of new and used vehicles, tires and accessories, gas and oil, and receipts from repair and service operations conducted by these establishments. New motor vehicle sales alone showed a much greater percentage increase over 1934 than that recorded for the combined trade. Another series of reports shows that 51,629 new motor vehicles sold for $52,049,281 in Ontario in 1935, these figures representing increases of 36 per cent in number and 32 per cent in value over 1934. New passenger cars numbering 44,396 were sold for $44,762,149 in 1935 - increases of 36 per cent and 32 per cent over the preceding year. New commercial model sales numbered 7,233 and sold for $7,287,132 - increases over 1934 of 40 per cent and 36 per cent in point of view of number and value respectively.

The furniture and household group was second only to automotive establishments in percentage increase in 1935 over the preceding year. Furniture store sales amounted to $13,174,000 in 1935, an increase of 12 per cent over 1934. Household appliance stores recorded a similar gain, while radio and music store sales amounting to $8,393,000 were 14 per cent higher than in 1934.

Hardware store sales totalled $20,684,000 in 1935, an increase of 4 per cent over the preceding year and approximately 25 per cent below the 1930 figure. Lumber and building material dealers recorded an increase of 6 per cent over 1934, bringing the index for this classification to 60.3 as compared with the base year 1930.

Substantial gains were also recorded in the apparel group, increases in 1935 over 1934 for the various classifications in this group being 6 per cent for men's and boys' clothing and furnishings stores, 6 per cent for family clothing stores, 2 per cent for women's specialty shops, and 2 per cent for shoe stores.

Food store sales remained practically unchanged in 1935 compared with the preceding year. Sales of grocery and combination stores were valued at $131,415,000 in 1934 and $131,893,000 in 1935, the index of sales for this group standing at

76.3 for the latter year (1930 = 100). The index of retail food prices for 1935, and on the same base, was 71.4. While an exact comparison of the two indexes is not valid, it is evident that the decrease in value of food store sales may be largely attributed to changes in price levels rather than to a reduction in quantity of goods purchased. Meat market sales were valued at $24,837,000 in 1935, this amount being 6 per cent higher than the corresponding figure for 1934.

Country general stores and department stores recorded gains of less than one per cent over 1934, sales for the former classification being $37,359,000 and for the latter, $100,915,000. Variety store sales were $19,612,000 in 1935, an increase of almost 8 per cent over the preceding year.

Increases for other major kind-of-business classifications were 9 per cent for office, school and store supply and appliance dealers, 7 per cent for jewellery stores, 6 per cent for book stores, 3 per cent for drug stores, and 3 per cent for coal and wood yards. Government liquor store sales declined by 5 per cent from $18,-980,000 in 1934 to $18,088,000 in 1935. These figures do not include, of course, sales of beer and wine in beverage rooms, establishments which are not covered by the annual Census of Merchandising.

Chain Stores.--The proportion of the total retail trade of the province transacted by chains has varied but little during recent years. There were 216 different chain store companies in Ontario in 1935. These operated 3,173 stores within the province and these stores had total sales of $171,540,000 or 20.2 per cent of the total retail trade of all stores. There were 213 chain companies with 3,223 stores in Ontario in 1934 and these accounted for 19.8 per cent of the provincial trade in that year. In 1930, there were 250 chains, 3,276 unit stores, and the chain ratio was 19.5 per cent.

The chain store sales given here include the Ontario sales of all retail organizations operating four or more units, exclusive only of department stores. For the Census of Merchandising, all department stores have been treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures given here.

Grocery and combination store chains numbering 28 operated 1,013 unit stores with $53,960,000 sales. This amount formed 40.9 per cent of the total business of all grocery and combination stores within the province. In 1934, the corresponding ratio was 41.2 per cent; in 1933 it was 41.9 per cent, and in 1930 it was 38.9 per cent. Chain store data for a number of selected kinds of business are given in Table 2. In the gasoline filling station field, the Census of Merchandising includes as chain units only those stations operated directly by the parent companies. Leased stations are considered independent establishments. The decrease in number of filling station chain units between 1934 and 1935 may be attributed to the transfer of units from the company-operated class to the leased station type rather than to an actual reduction in the total number of stations owned by the wholesale distributors of petroleum products.

Scope of Census.--This report is based upon returns received from all chain store companies and from a representative number of independent stores operating in the various lines of business for which data are shown in the attached tables. In all, including both chain stores and independent stores, returns were received covering approximately 10,000 establishments in Ontario, and it is estimated that these transacted about 70 per cent of the total business of all retail stores in the province. The reports which have been secured have been used to determine the most probable value of sales for those units which do not report to the annual census, so that the figures given in this report relate to all retail trade and not only to the business transacted by the reporting firms. Since reports are not received from all stores for this annual census, it is not possible to state the total number of trading establishments operating during years subsequent to 1930. Table 1 shows the number of stores and value of sales for 1930 together with the estimated value of retail trade for each of the years 1933 to 1935. Figures are given for all retail trade as a whole and also for the various kind-of-business classifications used in the Census. Indexes of sales (1930 = 100) are also shown together with the percentage change in sales between 1934 and 1935. In Table 2 a comparison is made as between chain store sales and total sales. Table 3 presents a comparison for 1934 and 1935 of sales by departments of department stores. Supplementary tables are in course of preparation showing employment and wage figures,

oss margin percentages, and value of inventory on hand at the close of the year. A tailed analysis classifying employees engaged in retail trade on the basis of weekly ge payments is also being prepared.

It should be clearly understood that all retail sales figures given in this port relate to stores grouped according to kind of business and not to commodity les. Grocery stores sell a number of lines of goods in addition to strictly grocery ems. Drug stores are not restricted to the sale of drugs and medicines. On the her hand, groceries are sold in many kinds of stores in addition to those units clas- fied as grocery stores. Country general stores and department stores are especially tive in some districts in the sale of these commodities.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)			Indexes of Retail Sales (1930 = 100)						% of Change, 1934-1935
	Number(1) of Stores	Total Net Sales	1933	1934	1935	1930	1931	1932	1933	1934	1935	
		$	$	$	$							
Total, All Stores	43,045	1,099,990,200	735,861,000	814,994,000	848,014,000	100.0	86.4	71.5	66.9	74.1	77.1	+ 4.1
Food Group	14,263	255,936,200	181,519,000	192,590,000	196,444,000	100.0	86.7	75.0	70.9	75.2	76.8	+ 2.0
Bakery product stores (manufacturing bakeries not included)	506	5,022,100	3,455,000	3,822,000	4,051,000	100.0	90.0	73.8	68.8	76.1	80.7	+ 6.0
Candy and confectionery stores	2,105	15,762,100	10,293,000	11,216,000	11,564,000	100.0	82.2	71.2	65.3	71.2	73.4	+ 3.1
Dairy product dealers (other than manufacturing dairies)	1,058	14,172,900	11,480,000	12,431,000	13,637,000	100.0	90.0	82.3	81.0	87.7	96.2	+ 9.7
Fruit and vegetable stores	876	10,255,000	7,589,000	8,074,000	8,131,000	100.0	87.3	78.7	74.0	78.7	79.3	+ .7
Grocery and combination stores	7,708	172,935,300	126,070,000	131,415,000	131,893,000	100.0	88.4	76.8	72.9	76.0	76.3	+ .4
Meat markets (including sea foods)	1,687	33,814,000	20,458,000	23,427,000	24,837,000	100.0	79.1	65.0	60.5	69.3	73.5	+ 6.0
Other food stores	323	3,974,800	2,174,000	2,205,000	2,331,000	100.0	79.1	62.4	54.7	55.5	58.6	+ 5.7
Country General Stores	2,662	48,066,000	33,310,000	37,210,000	37,359,000	100.0	83.5	71.6	69.3	77.4	77.7	+ .4
General Merchandise Group	979	180,383,600	124,236,000	132,898,000	134,876,000	100.0	92.1	74.2	68.9	73.7	74.8	+ 1.5
Department stores	61	140,148,400	94,492,000	100,343,000	100,915,000	100.0	92.4	72.5	67.4	71.6	72.0	+ .6
Dry goods stores	570	13,211,500	8,376,000	9,162,000	9,217,000	100.0	84.1	71.8	63.4	69.3	69.8	+ .6
General merchandise stores	127	7,392,500	4,524,000	5,179,000	5,132,000	100.0	84.8	67.1	61.2	70.0	69.4	- .9
Variety stores	221	19,631,200	16,844,000	18,214,000	19,612,000	100.0	97.7	90.4	85.8	92.8	99.9	+ 7.7
Automotive Group	5,481	167,410,500	105,005,000	128,452,000	143,949,000	100.0	82.6	66.2	62.7	76.7	86.0	+12.1
Motor vehicle dealers	1,018	109,680,100	63,285,000	87,818,000	102,571,000	100.0	80.2	58.9	57.7	80.1	93.5	+16.8
Accessories, tires and batteries	285	5,453,600	3,430,000	3,197,000	3,203,000	100.0	77.6	68.4	62.9	58.6	58.7	+ .2
Filling stations	2,754	34,756,300	26,415,000	25,264,000	25,755,000	100.0	90.3	84.4	76.0	72.7	74.1	+ 1.9
Garages	1,294	15,931,600	10,977,000	11,243,000	11,445,000	100.0	85.1	76.4	68.9	70.6	71.8	+ 1.8
Other automotive establishments (including motorcycles, bicycles and supplies)	130	1,588,900	898,000	930,000	975,000	100.0	74.9	59.1	56.5	58.5	61.4	+ 4.8
Apparel Group	4,484	93,711,300	64,022,000	71,246,000	74,291,000	100.0	87.2	72.2	68.3	76.0	79.3	+ 4.3
Men's and boys' clothing and furnishings (includes custom tailors)	1,662	32,327,700	19,655,000	22,873,000	24,291,000	100.0	81.8	64.3	60.8	70.8	75.1	+ 6.2
Family clothing stores	471	14,882,300	12,040,000	13,965,000	14,831,000	100.0	91.8	80.7	80.9	93.8	99.7	+ 6.2
Women's apparel and accessories stores	1,569	30,326,200	20,228,000	21,648,000	22,103,000	100.0	89.5	73.1	66.7	71.4	72.9	+ 2.1
Shoe stores	782	16,175,100	12,099,000	12,760,000	13,066,000	100.0	89.7	78.2	74.8	78.9	80.8	+ 2.4

(1) and (2): See footnotes on page 5.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)			Indexes of Retail Sales (1930 = 100)						% of Change,
	Number(1) of Stores	Total Net Sales	1933	1934	1935	1930	1931	1932	1933	1934	1935	1934-1935
		$	$	$	$							
Building Materials Group	2,030	61,398,100	32,758,000	38,688,000	40,677,000	100.0	82.6	60.7	53.4	63.0	66.3	+ 5.1
Hardware stores	1,135	27,752,300	17,428,000	19,860,000	20,684,000	100.0	86.8	68.6	62.8	71.6	74.5	+ 4.1
Lumber and building material dealers	297	21,950,000	9,914,000	12,441,000	13,237,000	100.0	76.1	52.9	45.2	56.7	60.3	+ 6.4
Other building materials (including roofing materials)	91	3,894,200	1,203,000	1,649,000	1,786,000	100.0	89.8	45.6	30.9	42.3	45.9	+ 8.3
Electrical shops (without radio)) Heating and plumbing shops) Paint and glass stores)	507	7,801,600	4,213,000	4,738,000	4,970,000	100.0	82.6	61.9	54.0	60.7	63.7	+ 4.9
Furniture and Household Group	1,429	43,713,000	22,877,000	26,443,000	29,471,000	100.0	80.7	60.6	52.4	60.5	67.4	+11.5
Furniture stores	523	17,928,100	10,129,000	11,773,000	13,174,000	100.0	83.0	63.8	56.5	65.7	73.5	+11.9
Household appliance stores	263	7,505,400	(3)	4,978,000	5,555,000	100.0	86.9	70.3	(3)	66.3	74.0	+11.6
Other home furnishings (including floor coverings, curtains, etc.)	238	3,777,000	2,017,000	2,310,000	2,349,000	100.0	74.2	55.4	53.4	61.2	62.2	+ 1.7
Radio and music stores	405	14,502,500	6,193,000	7,382,000	8,393,000	100.0	76.4	52.9	42.7	50.9	57.9	+13.7
Restaurants, Cafeterias and Eating Places	2,306	28,633,600	17,008,000	18,244,000	18,701,000	100.0	83.8	66.4	59.4	63.7	65.3	+ 2.5
Other Retail Stores	9,411	220,737,900	155,116,000	169,223,000	172,246,000	100.0	87.3	74.6	70.3	76.7	78.0	+ 1.8
Farmers' supply stores	794	15,046,100	9,944,000	11,694,000	11,753,000	100.0	78.4	66.6	66.1	77.7	78.1	+ .5
Book stores	177	4,200,900	2,649,000	2,739,000	2,906,000	100.0	86.3	71.5	63.1	65.2	69.2	+ 6.1
Coal and wood yards	835	45,212,700	38,386,000	39,395,000	40,380,000	100.0	87.8	80.0	84.9	87.1	89.3	+ 2.5
Drug stores	1,464	35,207,500	27,462,000	28,610,000	29,497,000	100.0	94.3	86.6	78.0	81.3	83.8	+ 3.1
Florists	390	4,600,000	2,880,000	3,123,000	3,176,000	100.0	83.2	71.1	62.6	67.9	69.0	+ 1.7
Jewellery stores	606	11,338,500	6,848,000	7,509,000	8,027,000	100.0	81.9	68.0	60.4	66.2	70.8	+ 6.5
Office, school and store supplies and equipment dealers	139	9,170,300	5,255,000	6,520,000	7,143,000	100.0	84.2	63.9	57.3	71.1	77.9	+ 8.8
Tobacco stores and stands	1,290	15,407,200	11,232,000	11,941,000	12,243,000	100.0	90.7	80.8	72.9	77.5	79.5	+ 2.5
Government liquor stores	122	34,764,300	18,668,000	18,980,000	18,088,000	100.0	85.0	65.6	53.7	54.6	52.0	- 4.7
Unclassified kinds of business	3,594	45,790,400	31,792,000	38,712,000	39,033,000	100.0	87.3	71.9	69.4	84.5	85.2	+ .8

(1) The numbers of stores are shown only for 1930. Since figures for later years are based on returns secured from a sample number of firms, the total numbers of establishments for these years are not known.

(2) In a few instances, figures for 1934 have been revised.

(3) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the group total.

ONTARIO - RETAIL MERCHANDISE TRADE, 1935

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1932	1933	1934	1935
L STORES, TOTAL -					
Chains	250	230	217	213	216
Stores (maximum)	3,276	3,287	3,210	3,223	3,173
Chain sales	$ 214,391,300	163,814,600	150,908,000	161,586,300	171,540,000
Total sales	$1,099,990,200	786,082,000	735,861,000	814,994,000	848,014,000
%, chains to total	19.5	20.8	20.5	19.8	20.2
rocery and Combination Stores -					
Chains	24	24	26	28	28
Stores (maximum)	1,020	1,028	1,038	1,032	1,013
Chain sales	$ 67,211,400	55,944,700	52,782,100	54,180,500	53,960,000
Total sales	$ 172,935,300	132,814,000	126,070,000	131,415,000	131,893,000
%, chains to total	38.9	42.1	41.9	41.2	40.9
riety, 5-and-10, and to-a-dollar Stores -					
Chains	9	10	12	12	12
Stores (maximum)	152	166	176	181	195
Chain sales	$ 18,408,300	16,728,500	15,917,900	17,151,100	18,476,400
Total sales	$ 19,631,200	17,747,000	16,844,000	18,214,000	19,612,000
%, chains to total	93.8	94.3	94.5	94.2	94.2
soline Filling Stations					
Chains	18	16	16	18	18
Stations (maximum)	484	474	476	497	410
Chain sales	$ 9,332,900	9,197,400	8,432,700	9,042,300	7,714,600
Total sales	$ 34,756,300	29,334,000	26,415,000	25,264,000	25,755,000
%, chains to total	26.9	31.4	31.9	35.8	30.0
n's and Boys' Clothing and Furnishings (includes custom tailors) -					
Chains	15	13	10	11	12
Stores (maximum)	117	95	76	92	96
Chain sales	$ 6,357,500	3,439,900	3,106,200	4,005,400	4,415,100
Total sales	$ 32,327,700	20,787,000	19,655,000	22,873,000	24,291,000
%, chains to total	19.7	16.6	15.8	17.5	18.2
amily Clothing Stores -					
Chains	10	9	9	9	9
Stores (maximum)	39	44	46	53	52
Chain sales	$ 2,521,200	2,243,900	2,259,200	2,688,800	2,911,400
Total sales	$ 14,882,300	12,010,000	12,040,000	13,965,000	14,831,000
%, chains to total	16.9	18.7	18.8	19.3	19.6
omen's Apparel and Accessories Stores -					
Chains	16	12	10	10	11
Stores (maximum)	90	92	75	73	73
Chain sales	$ 2,894,800	1,945,200	1,660,600	1,708,600	2,100,100
Total sales	$ 30,326,200	22,169,000	20,228,000	21,648,000	22,103,000
%, chains to total	9.6	8.8	8.2	7.9	9.5
hoe Stores -					
Chains	8	8	10	11	12
Stores (maximum)	105	115	141	157	167
Chain sales	$ 3,290,200	3,137,900	3,336,600	3,963,400	4,334,400
Total sales	$ 16,175,100	12,649,000	12,099,000	12,760,000	13,066,000
%, chains to total	20.3	24.8	27.6	31.1	33.2

ONTARIO - RETAIL MERCHANDISE TRADE, 1935

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years (Cont'd.) -

	1930	1932	1933	1934	1935
estaurants, Cafeterias and Eating Places -					
Chains	12	11	10	9	8
Stores (maximum)	127	132	117	113	103
Chain sales	$ 5,962,800	3,627,000	3,024,900	2,870,200	2,679,200
Total sales	$28,633,600	19,013,000	17,008,000	18,244,000	18,701,000
%, chains to total ...	20.8	19.1	17.8	15.7	14.3
rug Stores -					
Chains	11	13	13	12	12
Stores (maximum)	137	158	156	157	161
Chain sales	$ 6,989,200	6,974,500	6,163,800	6,344,400	6,726,900
Total sales	$35,207,500	30,490,000	27,462,000	28,610,000	29,497,000
%, chains to total ...	19.9	22.9	22.4	22.2	22.8

ONTARIO - RETAIL MERCHANDISE TRADE, 1935

Table 3.--Sales by Commodity Groups for Department Stores, 1934 and 1935

Department	Sales in 1934	Sales in 1935	% of Change
	$	$	
Total Sales, All Departments	100,343,000	100,915,000	+ 0.6
pparel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	25,381,000	25,656,000	+ 1.1
utomotive supplies (including tires, batteries, automotive parts)	449,000	413,000	- 8.0
afeterias and restaurants (including fountain and lunch rooms)	1,955,000	2,043,000	+ 4.5
lothing and furnishings, men's and boys' (including hats and caps)	11,677,000	11,916,000	+ 2.0
rugs and toilet articles and preparations (including cameras and photographic supplies)	2,200,000	2,164,000	- 1.6
ry goods and notions, including piece goods - silks, woollens, cottons, linens (other than bed or table linens) - ribbons, laces, embroideries, buttons, thread, patterns, yarns	9,284,000	8,989,000	- 3.2
arm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	587,000	597,000	+ 1.7
ood and kindred products (groceries, meats, provisions, candies, fruit and vegetables)	5,228,000	4,997,000	- 4.4
urniture (including mattresses, springs)	5,710,000	5,692,000	- 0.3
ardware and kitchen utensils (including paints, wallpaper)	3,474,000	3,436,000	- 1.1
ome furnishings - draperies, curtains, bedding (including bed linen, blankets), table linen, china, glassware, pictures, window shades, floor coverings.	10,414,000	10,975,000	+ 5.4
ousehold appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps)	2,762,000	3,074,000	+11.3
ewellery and optical goods (including clocks, watches, silverware, plated ware)	2,526,000	2,288,000	- 9.4
eather goods and travelling goods (including purses and hand-bags)	1,056,000	1,093,000	+ 3.5
illinery	1,669,000	1,619,000	- 3.0
adios, musical instruments, and supplies	1,657,000	1,871,000	+12.9
hoes and other footwear (men's, women's and children's)	7,881,000	7,564,000	- 4.0
porting goods (including bicycles, toys, games)	2,317,000	2,373,000	+ 2.4
tationery, books and magazines	1,511,000	1,530,000	+ 1.3
eceipts from repair or service departments, not included elsewhere (such as hairdressing, electrical ontracting, fur storage, interior decorating)	1,686,000	1,627,000	- 3.5
iscellaneous merchandise	919,000	998,000	+ 8.6

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

ONTARIO

1936

Published by Authority of the Hon. W.D. Euler, M.P.,
Minister of Trade and Commerce.

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1937

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DOMINION BUREAU OF STATISTICS - CANADA
Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S.(Hon.)

Internal Trade Branch
Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

Retail Merchandise Trade in Ontario, 1936

Retail sales in Ontario for 1936 reached a total of $913,223,000, exceeding by 6.4 per cent the amount recorded for 1935 and bringing the dollar value of retail trade about 23 per cent above the 1933 figure. Sales for 1936 were still 17 per cent below the level obtaining in 1930, the first year for which these trade statistics are available.

The automotive group, which occupied first place in 1934 and 1935 in point of view of increased business, was surpassed in this respect in 1936 by the lumber and building materials group, whose sales for that year exceeded by 12.3 per cent the amount recorded for 1935. Hardware store sales were up 10.0 per cent while retail dealers in lumber and building materials reported an even better increase of 15.7 per cent. The automotive group of establishments as a whole reported 8.9 per cent more business in 1936 than in the preceding year. Motor vehicle dealers, which forms the most important single classification in the group, reported a 12.9 per cent increase, this increase being calculated from the aggregate business of these firms including receipts from sale of gas and oil, accessories, parts and batteries, receipts from repairs and services, in addition to the business in new and used motor vehicles. According to another series of reports, new motor vehicle sales alone increased 7.3 per cent in number and 10.4 per cent in value, 55,612 new vehicles retailing for $57,656,985 in 1936 compared with 51,844 vehicles for $52,246,200 in 1935.

Sales in the furniture and household furnishings group advanced 7.6 per cent in value, individual classifications within the group showing increases of 11.0 per cent for radio and music stores, 6.1 per cent for furniture stores and 2.1 per cent for household appliance stores. Gains in the apparel group were 7.7 per cent for family clothing stores, 7.5 per cent for men's and boys' clothing and furnishings stores, 5.6 per cent for women's apparel stores and 4.7 per cent for shoe stores.

Sales for stores specializing in food products continue to show moderate improvement. Since the business of these stores fell off to a much smaller degree during the depression years than did that of firms dealing chiefly in durable merchandise, a smaller increase in this instance is naturally now to be expected. Grocery and combination store sales were 4.6 per cent higher in value in 1936 than in the preceding year, while meat market sales were up 1.7 per cent. Sales of the food group as a whole were up 4.1 per cent.

Department stores transacted 5.4 per cent more business than in 1935 while sales of country general stores were up almost an equal amount or 5.2 per cent. Variety store sales increased 8.8 per cent to $21,344,000, a figure 8.7 per cent in excess of the amount recorded for this type of store in 1930. Percentage increases over 1935 for other important types of retail outlets were as follows: drug stores, 3.9 per cent; coal and wood yards, 6.1 per cent; Government liquor stores, 7.4 per cent, and jewellery stores, 10.4 per cent.

Chain Stores.--There were 227 different chain store companies operating in the Province of Ontario last year. These operated a total of 3,277 unit stores within the province. Annual chain sales were $181,786,000 or 19.9 per cent of the aggregate business of all stores including chains and independents. This ratio remains practically unchanged from the preceding year when 216 chain companies with 3,173 stores transacted 20.0 per cent of the total business. Chain ratios for earlier years are 19.6 per cent for 1934, 20.3 per cent for 1933 and 19.5 per cent for 1930.

The chain store sales given here include the Ontario sales of all retail organizations operating four or more units, exclusive only of department stores. For the Census of Merchandising, all department stores have been treated as independent establishments so that data for ownership groups of department stores are not included in the chain store figures given here.

Chains accounted for 41.8 per cent of the total trade in the grocery and combination store field last year, there being 32 different companies with 1,025 unit stores whose annual business totalled $57,609,200 compared with $137,960,000 for all stores in this group. The corresponding ratio in 1935 was 40.9 per cent and in 1934 it was 41.2 per cent. In 1936, chains accounted for 23.1 per cent of the drug store business, 34.0 per cent of the shoe store business and 94.0 per cent of the variety store business.

Scope of Report.--The figures for 1930 shown in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1936 have been computed from annual surveys of retail trade, for which returns are received from all chain store companies and from a representative number of independent stores. These indexes have been then applied to the total sales figures for 1930 in order to give the most accurate estimate available of the total retail trade in later years. It is, therefore, apparent that the figures shown herein must be considered as relating to the total trade and not to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are active competitors in the sale of grocery products.

ONTARIO - RETAIL MERCHANDISE TRADE, 1936

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930: Number(1) of Stores	Stores and Sales, 1930: Total Net Sales	Total Net Sales, Estimated(2): 1933	Total Net Sales, Estimated(2): 1935	Total Net Sales, Estimated(2): 1936	Indexes of Retail Sales (1930 = 100): 1930	1931	1932	1933	1934	1935	1936	% of Change, 1936/1935
		$	$	$	$								
Total, All Stores	43,045	1,099,990,200	741,630,000	858,162,000	913,223,000	100.0	86.6	71.8	67.4	74.9	78.0	83.0	+ 6.4
Food Group	14,263	255,936,200	181,519,000	196,444,000	204,575,000	100.0	86.7	75.0	70.9	75.2	76.8	79.9	+ 4.1
Candy and confectionery stores	2,105	15,762,100	10,293,000	11,564,000	11,969,000	100.0	82.2	71.2	65.3	71.2	73.4	75.9	+ 3.5
Dairy products dealers (other than manufacturing dairies)	1,058	14,172,900	11,480,000	13,637,000	14,210,000	100.0	90.0	82.3	81.0	87.7	96.2	100.3	+ 4.2
Fruit and vegetable stores	876	10,255,000	7,589,000	8,131,000	8,562,000	100.0	87.3	78.7	74.0	78.7	79.3	83.5	+ 5.3
Grocery and combination stores	7,708	172,935,300	126,070,000	131,893,000	137,960,000	100.0	88.4	76.8	72.9	76.0	76.3	79.8	+ 4.6
Meat markets (including sea foods)	1,687	33,814,000	20,458,000	24,837,000	25,259,000	100.0	79.1	65.0	60.5	69.3	73.5	74.7	+ 1.7
Country General Stores	2,662	48,066,000	33,310,000	37,359,000	39,302,000	100.0	83.5	71.6	69.3	77.4	77.7	81.8	+ 5.2
General Merchandise Group	979	180,383,600	124,236,000	134,876,000	142,675,000	100.0	92.1	74.2	68.9	73.7	74.8	79.1	+ 5.8
Department stores	61	140,148,400	94,492,000	100,915,000	106,364,000	100.0	92.4	72.5	67.4	71.6	72.0	75.9	+ 5.4
Dry goods stores	570	13,211,500	8,376,000	9,217,000	9,512,000	100.0	84.1	71.8	63.4	69.3	69.8	72.0	+ 3.2
General merchandise stores	127	7,392,500	4,524,000	5,132,000	5,455,000	100.0	84.8	67.1	61.2	70.0	69.4	73.8	+ 6.3
Variety stores	221	19,631,200	16,844,000	19,612,000	21,344,000	100.0	97.7	90.4	85.8	92.8	99.9	108.7	+ 8.8
Automotive Group	5,481	167,410,500	110,774,000	154,097,000	167,843,000	100.0	83.5	68.6	66.2	82.1	92.0	100.3	+ 8.9
Motor vehicle dealers	1,018	109,680,100	63,285,000	102,571,000	115,803,000	100.0	80.2	58.9	57.7	80.1	93.5	105.6	+12.9
Accessories, tires and batteries	285	5,453,600	2,430,000	3,203,000	4,049,000	100.0	77.6	68.4	62.9	58.6	58.7	74.2	+26.4
Filling stations(3)	2,754	34,756,300	32,184,000	35,903,000	34,826,000	100.0	94.3	96.1	92.6	98.7	103.3	100.2	- 3.0
Garages	1,294	15,931,600	10,977,000	11,445,000	12,132,000	100.0	85.1	76.4	68.9	70.6	71.8	76.2	+ 6.0
Apparel Group	4,484	93,711,300	64,022,000	74,231,000	79,107,000	100.0	87.2	72.2	68.3	76.0	79.3	84.4	+ 6.5
Men's and boys' clothing and furnishings (includes custom tailors)	1,662	32,327,700	19,655,000	24,291,000	26,113,000	100.0	81.8	64.3	60.8	70.8	75.1	80.8	+ 7.5
Family clothing stores	471	14,882,300	12,040,000	14,831,000	15,973,000	100.0	91.8	80.7	80.9	93.8	99.7	107.3	+ 7.7
Women's apparel and accessories stores	1,569	30,326,200	20,228,000	22,103,000	23,341,000	100.0	89.5	73.1	66.7	71.4	72.9	77.0	+ 5.6
Shoe stores	782	16,175,100	12,099,000	13,066,000	13,680,000	100.0	89.7	78.2	74.8	78.9	80.8	84.6	+ 4.7
Building Materials Group	2,030	61,398,100	32,758,000	40,677,000	45,698,000	100.0	82.6	60.7	53.4	63.0	66.3	74.4	+12.3
Hardware stores	1,135	27,752,300	17,428,000	20,684,000	22,752,000	100.0	86.8	68.6	62.8	71.6	74.5	82.0	+10.0
Lumber and building material dealers	297	21,950,000	9,914,000	13,237,000	15,315,000	100.0	76.1	52.9	45.2	56.7	60.3	69.8	+15.7
Other building materials	91	3,894,200	1,203,000	1,786,000	2,238,000	100.0	89.8	45.6	30.9	42.3	45.9	57.5	+25.3
Electrical, heating and plumbing, paint and glass shops	507	7,801,600	4,213,000	4,970,000	5,393,000	100.0	82.6	61.9	54.0	60.7	63.7	69.1	+ 8.5

(1), (2) and (3): See footnotes on page 4.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.) -

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2)			Indexes of Retail Sales (1930 = 100)							% of Change,
	Number(1) of Stores	Total Net Sales	1933	1935	1936	1930	1931	1932	1933	1934	1935	1936	1936/1935
		$	$	$	$								
Furniture and Household Group	1,429	43,713,000	22,877,000	29,471,000	31,716,000	100.0	80.7	60.6	52.4	60.5	67.4	72.6	+ 7.6
Furniture stores	523	17,928,100	10,129,000	13,174,000	13,978,000	100.0	83.0	63.8	56.5	65.7	73.5	78.0	+ 6.1
Household appliance stores	263	7,505,400	(4)	5,555,000	5,671,000	100.0	86.9	70.3	(4)	66.3	74.0	75.6	+ 2.1
Other home furnishings stores	238	3,777,000	2,017,000	2,349,000	2,751,000	100.0	74.2	55.4	53.4	61.2	62.2	72.8	+17.1
Radio and music stores	405	14,502,500	6,193,000	8,393,000	9,316,000	100.0	76.4	52.9	42.7	50.9	57.9	64.2	+11.0
Restaurants, Cafeterias and Eating Places	2,306	28,633,600	17,008,000	18,701,000	19,879,000	100.0	83.8	66.4	59.4	63.7	65.3	69.4	+ 6.3
Other Retail Stores	9,411	220,737,900	155,116,000	172,246,000	182,428,000	100.0	87.3	74.6	70.3	76.7	78.0	82.6	+ 5.9
Farmers' supply stores	794	15,046,100	9,944,000	11,753,000	12,635,000	100.0	78.4	66.6	66.1	77.7	78.1	84.0	+ 7.5
Book stores	177	4,200,900	2,649,000	2,906,000	3,139,000	100.0	86.3	71.5	63.1	65.2	69.2	74.7	+ 8.0
Coal and wood yards	835	45,212,700	38,386,000	40,380,000	42,843,000	100.0	87.8	80.0	84.9	87.1	89.3	94.8	+ 6.1
Drug stores	1,464	35,207,500	27,462,000	29,497,000	30,647,000	100.0	94.3	86.6	78.0	81.3	83.8	87.0	+ 3.9
Florists	390	4,600,000	2,880,000	3,176,000	3,322,000	100.0	83.2	71.1	62.6	67.9	69.0	72.2	+ 4.6
Jewellery stores	606	11,338,500	6,848,000	8,027,000	8,861,000	100.0	81.9	68.0	60.4	66.2	70.8	78.1	+10.4
Office, school and store supplies and equipment dealers	139	9,170,300	5,255,000	7,143,000	8,000,000	100.0	84.2	63.9	57.3	71.1	77.9	87.2	+12.0
Tobacco stores and stands	1,290	15,407,200	11,232,000	12,243,000	13,014,000	100.0	90.7	80.8	72.9	77.5	79.5	84.5	+ 6.3
Government liquor stores	122	34,764,300	18,668,000	18,088,000	19,434,000	100.0	85.0	65.6	53.7	54.6	52.0	55.9	+ 7.4
Miscellaneous kinds of business (including secondhand stores)	3,594	45,790,400	31,792,000	39,033,000	40,533,000	100.0	87.3	71.9	69.4	84.5	85.2	88.5	+ 3.8

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the group total.

Note: In a number of cases group totals include figures for classifications not separately shown.

ONTARIO - RETAIL MERCHANDISE TRADE, 1936

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1934	1935	1936
ALL STORES, TOTAL -					
Chains	250	257	233	276	227
Stores (maximum)	3,276	3,210	3,223	3,173	3,277
Chain sales	$ 214,391,300	$150,908,000	$161,586,300	$171,540,000	$181,786,000
Total sales	$1,099,990,200	$741,630,000	$824,034,000	$858,162,000	$913,223,000
%, chains to total	19.5	20.3	19.6	20.0	19.9
Grocery and Combination Stores -					
Chains	24	26	28	28	32
Stores (maximum)	1,020	1,038	1,032	1,013	1,025
Chain sales	$ 67,211,400	$ 52,782,100	$ 54,180,500	$ 53,960,000	$ 57,609,200
Total sales	$ 172,935,300	$126,070,000	$131,415,000	$131,893,000	$137,960,000
%, chains to total	38.9	41.9	41.2	40.9	41.8
Variety Stores -					
Chains	9	12	12	12	12
Stores (maximum)	152	176	181	195	210
Chain sales	$ 18,408,300	$ 15,917,900	$ 17,151,100	$ 18,476,400	$ 20,067,900
Total sales	$ 19,631,200	$ 16,844,000	$ 18,214,000	$ 19,612,000	$ 21,344,000
%, chains to total	93.8	94.5	94.2	94.2	94.0
Men's and Boys' Clothing and Furnishings (includes Custom Tailors) -					
Chains	15	10	11	12	13
Stores (maximum)	117	76	92	96	101
Chain sales	$ 6,357,500	$ 3,106,200	$ 4,005,400	$ 4,415,100	$ 4,563,300
Total sales	$ 32,327,700	$ 19,655,000	$ 22,873,000	$ 24,291,000	$ 26,113,000
%, chains to total	19.7	15.8	17.5	18.2	17.5
Family Clothing Stores -					
Chains	10	9	9	9	11
Stores (maximum)	39	46	53	52	61
Chain sales	$ 2,521,200	$ 2,259,200	$ 2,688,800	$ 2,911,400	$ 3,412,500
Total sales	$ 14,882,300	$ 12,040,000	$ 13,965,000	$ 14,831,000	$ 15,973,000
%, chains to total	16.9	18.8	19.3	19.6	21.4
Women's Apparel and Accessories Stores -					
Chains	16	10	10	11	15
Stores (maximum)	90	75	73	73	96
Chain sales	$ 2,894,800	$ 1,660,600	$ 1,708,600	$ 2,100,100	$ 2,629,400
Total sales	$ 30,326,200	$ 20,228,000	$ 21,648,000	$ 22,103,000	$ 23,341,000
%, chains to total	96.1	8.2	7.9	9.5	11.3
Shoe Stores -					
Chains	8	10	11	12	11
Stores (maximum)	105	141	157	167	171
Chain sales	$ 3,290,200	$ 3,336,600	$ 3,963,400	$ 4,334,400	$ 4,649,100
Total sales	$ 16,175,100	$ 12,099,000	$ 12,760,000	$ 13,066,000	$ 13,680,000
%, chains to total	20.3	27.6	31.1	33.2	34.0
Restaurants, Cafeterias and Eating Places -					
Chains	12	10	9	8	8
Stores (maximum)	127	117	113	103	107
Chain sales	$ 5,962,800	$ 3,024,900	$ 2,870,200	$ 2,679,200	$ 2,912,800
Total sales	$ 28,633,600	$ 17,008,000	$ 18,244,000	$ 18,701,000	$ 19,879,000
%, chains to total	20.8	17.8	15.7	14.3	14.7
Drug Stores -					
Chains	11	13	12	12	13
Stores (maximum)	137	156	157	161	169
Chain sales	$ 6,989,200	$ 6,163,800	$ 6,344,400	$ 6,726,900	$ 7,086,300
Total sales	$ 35,207,500	$ 27,462,000	$ 28,610,000	$ 29,497,000	$ 30,647,000
%, chains to total	19.9	22.4	22.2	22.8	23.1

Note: In some instances, figures for years subsequent to 1930 have been revised.

ONTARIO - RETAIL MERCHANDISE TRADE, 1936

Table 3.--Comparison of Department Store Sales by Commodity Groups for 1935 and 1936

Department	Sales in 1935	Sales in 1936	% of Change
	$	$	
Total Sales, All Departments	100,915,000	106,364,000	+ 5.4
parel and accessories, women's, misses' and children's (including furs, fur goods, infants' wear, hosiery, gloves, lingerie, etc.)	25,627,000	26,605,000	+ 3.8
tomotive supplies (including tires, batteries, automotive parts)	395,000	573,000	+45.1
feterias and restaurants (including fountain and lunch rooms)	2,047,000	2,204,000	+ 7.7
othing and furnishings, men's and boys' (including hats and caps)	11,912,000	12,290,000	+ 3.2
ugs and toilet articles and preparations (including cameras and photographic supplies)	2,173,000	2,297,000	+ 5.7
y goods and notions (including piece goods) ..... me furnishings (draperies, curtains, china, window shades, floor coverings)	19,980,000	20,890,000	+ 4.6
rm and garden equipment and supplies (including farm machinery, harness, seeds, etc.)	891,000	853,000	- 4.3
od and kindred products (groceries, meats, provisions, candies, fruits, vegetables)	4,647,000	4,578,000	- 1.5
rniture (including mattresses, springs)	5,689,000	6,732,000	+18.3
rdware and kitchen utensils (including paints, wallpaper)	3,462,000	3,164,000	- 8.6
usehold appliances and electrical supplies (washing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps, etc.)	3,076,000	3,903,000	+26.9
wellery and optical goods (including clocks, watches, silverware, plated ware)	2,285,000	2,436,000	+ 6.6
ather goods and travelling goods (including purses and hand-bags)	1,083,000	1,152,000	+ 6.4
llinery	1,621,000	1,651,000	+ 1.9
dios, musical instruments and supplies	1,900,000	2,243,000	+18.1
oes and other footwear (men's, women's and children's)	7,567,000	7,696,000	+ 1.7
orting goods (including bicycles, toys, games)	2,397,000	2,558,000	+ 6.7
tationery, books and magazines	1,546,000	1,649,000	+ 6.7
eceipts from repair or service departments, not included elsewhere (such as hairdressing, electrical contracting, fur storage, interior decorating)	1,630,000	1,891,000	+16.0
iscellaneous merchandise	987,000	999,000	+ 1.2

ote: Figures shown above for 1935 have been revised slightly from those published in the corresponding table last year.

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Vol. 5 No. 8

RETAIL MERCHANDISE TRADE

IN

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DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Merchandise Trade in Ontario, 1937

Retail sales in Ontario passed the billion dollar mark in 1937, up 12 per cent from 1936 and were within 7 per cent of the 1930 figure according to final calculations for the annual survey of retail trade made by the Internal Trade Branch of the Dominion Bureau of Statistics. Total retail sales are estimated at $1,022,068,000 for 1937 compared with $913,223,000 for 1936 and $1,099,990,200 for 1930, the earliest year for which these trade statistics are available. The 12 per cent increase in 1937 over 1936 is similar to the 11 per cent improvement recorded in 1934 over the low point reached in 1933 and exceeds by a considerable margin the increases shown for the intervening years. Direct comparison between 1937 and 1933 reveals an improvement of almost 40 per cent.

All lines of trade reported increased business in 1937 compared with the preceding year, gains being most marked for the automotive group, furniture and household group and building materials group. The automotive group as a whole was up by 26 per cent. Motor vehicle dealers, which forms the most important single classification within the group, had sales of $150,206,000 in 1937, up 30 per cent from 1936 and 37 per cent more than the amount transacted by this kind of business in 1930. Filling station sales gained 21 per cent; accessory, tire and battery shops, 17 per cent and garages 11 per cent.

The furniture and household group came second in point of view of increased sales with a gain of 16 per cent over 1936. The three main lines of business included in the group shared about equally in the improvement. Furniture stores and radio and music stores both reported gains of 16 per cent compared with 1936 while household appliance store sales were up by 17 per cent. Sales for the group as a whole are estimated at $36,666,000 for 1937 or 16 per cent below the amount recorded for the base year 1930.

The trend in sales for the building materials group since 1930 has closely paralleled that for the furniture and household category. Sales for the building materials group as a whole are estimated at $51,771,000 for 1937, 16 per cent lower than in 1930 but 13 per cent above the 1936 figure. Hardware stores and lumber and building material dealers form the two important individual lines of business within this group. Gains over 1936 of 12 per cent and 15 per cent were reported for these two trades respectively.

Country general store sales averaged 7 per cent higher in 1937 than in the preceding year. Department stores had sales totalling $113,278,000 for 1937, also up 7 per cent from 1936. Variety stores with $23,894,000 sales were up by 12 per cent.

The food group of stores had sales of $218,716,000 in 1937, up 7 per cent from 1936 but still 14 per cent below the 1930 level. Grocery and combination store sales were up by 7 per cent; meat markets gained a like amount while fruit and vegetable markets increased their business by 3 per cent.

Substantial improvement was registered by all branches of the clothing trades. Men's clothing store sales were up by 8 per cent from 1936, shoe stores gained 7 per cent while women's clothing store sales increased by 5 per cent. Sales for the apparel group as a whole are estimated at $84,796,000 for 1937, up 7 per cent from 1936 and within 10 per cent of the 1930 figure.

Jewellery store sales at $9,986,000 for 1937 were up 13 per cent from 1936, the index on the 1930 base now standing at 88.1. Government liquor store sales were up by 15 per cent; office, school and store supplies and equipment, 14 per cent; while drug store sales at $32,854,000 were up by 7 per cent. Marked improvement was

egistered by firms dealing in farmers' supplies (flour, feed, grain, fertilizer, etc.), ales of $16,615,000 for 1937 exceeding by 32 per cent the amount recorded for the preeding year.

Chain Stores.--There were 230 different chain store companies operating n Ontario in 1937. These had 3,180 unit stores within the province and $184,973,100 ales, an amount which formed 18.1 per cent of the total provincial retail trade. This epresents a decrease in the ratio of chain to total sales from 19.9 per cent for 1936 nd 20.0 per cent for 1935, a decrease which may be attributed to the transition of any filling stations from company operated to the leased station type and the consequent emoval of such units from the chain store category.

With the exception of filling stations to which reference has already een made, there was but slight variation between 1936 and 1937 in the ratio of chain to otal sales for individual trades. In the grocery and combination store field there ere 35 chains in 1937 with 1,022 stores and $63,210,100 sales, or 42.9 per cent of the otal business of all such stores. In 1936 there were 32 chain companies with 1,025 tores and these had 41.8 per cent of the total business.

The chain store sales included in this report cover the Ontario sales of ll groups of four or more stores under the same ownership or management and carrying n the same kind of business, exclusive only of department stores. All department tores are treated as independent establishments for these annual surveys, irrespective f the number of stores operated by any one company. Corporate chains only are included ere. Voluntary or group buying chains are not included but figures for these will be hown in the Dominion summary report.

Department Store Sales by Departments

All departments of department stores fared better in 1937 than in 1936 ccording to returns on a departmental basis showing a comparison of sales for the two ears. Corresponding to the marked improvement recorded for specialty stores in the rniture and house furnishings group, department stores registered their best gains in ese departments. Furniture sales in department stores were up by 16 per cent; home rnishings, 10 per cent and radios, musical instruments and supplies, 12 per cent.

Jewellery and optical goods gained 8 per cent, hardware was up by 9 per ent and drugs and toilet articles increased by 7 per cent. All clothing departments veraged higher in 1937 than in 1936. The food department recorded the smallest increase t 2 per cent.

Scope of Report

The figures for 1930 shown in this report are taken from the results of e Census of Merchandising and Service Establishments which was taken in connection th the Decennial Census of 1931. Indexes of sales for years 1931 to 1937 have been mputed from annual surveys of retail trade, for which returns are received from all ain store companies and from a representative number of independent stores. These inexes have been then applied to the total sales figures for 1930 in order to give the st accurate estimate available of the total retail trade in later years. It is, erefore, apparent that the figures shown herein must be considered as relating to the tal trade and not to the business of only those stores included in the sample covered ch year.

It should also be clearly understood that all retail sales figures given this report relate to stores grouped according to kind of business and not to comdity sales. Grocery stores sell a number of lines of goods in addition to strictly rocery items. Drug stores are not restricted to the sale of drugs and medicines. On e other hand, groceries are sold in many kinds of stores in addition to those units assified as grocery stores. Country general stores and department stores are active mpetitors in the sale of grocery products.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Total Net Sales, Estimated(2) (in thousands of dollars)			Indexes of Retail Sales (1930 = 100)							% of Change, 1937/1936
	Number(1) of Stores	Total Net Sales	1933	1936	1937	1930	1932	1933	1934	1935	1936	1937	
		$	$	$	$								
Total, All Stores	43,045	1,099,990,200	741,630	913,223	1,022,068	100.0	71.8	67.4	74.9	78.0	83.0	92.9	+ 11.9
Food Group	14,263	255,936,200	181,519	204,575	218,716	100.0	75.0	70.9	75.2	76.8	79.9	85.5	+ 6.9
Candy and confectionery stores	2,105	15,762,100	10,293	11,969	12,906	100.0	71.2	65.3	71.2	73.4	75.9	81.9	+ 5.4
Fruits and vegetable stores	876	10,255,000	7,589	8,562	8,827	100.0	78.7	74.0	78.7	79.3	83.5	86.1	+ 3.1
Grocery and combination stores	7.708	172,935,300	126,070	137,960	147,341	100.0	76.8	72.9	76.0	76.3	79.8	85.2	+ 6.8
Meat markets (including sea foods)	1,687	33,814,000	20,458	25,259	27,052	100.0	65.0	60.5	69.3	73.5	74.7	80.0	+ 7.1
Country General Stores	2,662	48,066,000	33,310	39,302	42,053	100.0	71.6	69.3	77.4	77.7	81.8	87.5	+ 7.0
General Merchandise Group	979	180,383,600	124,236	142,675	153,491	100.0	74.2	68.9	73.7	74.8	79.1	85.1	+ 7.6
Department stores	61	140,148,400	94,492	106,364	113,278	100.0	72.5	67.4	71.6	72.0	75.9	80.8	+ 6.5
Dry Goods stores	570	13,211,500	8,376	9,512	10,149	100.0	71.8	63.4	69.3	69.8	72.0	76.8	+ 6.7
General merchandise stores	127	7,392,500	4,524	5,455	6,170	100.0	67.1	61.2	70.0	69.4	73.8	83.5	+ 13.1
Variety stores	221	19,631,200	16,844	21,344	23,894	100.0	90.4	85.8	92.8	99.9	108.7	121.7	+ 11.9
Automotive Group	5,481	167,410,500	110,774	167,843	211,607	100.0	68.6	66.2	82.1	92.0	100.3	126.4	+ 26.1
Motor vehicle dealers	1,018	109,680,100	63,285	115,803	150,206	100.0	58.9	57.7	80.1	93.5	105.6	136.9	+ 29.7
Accessories, tires and batteries	285	5,453,600	3,430	4,049	4,721	100.0	68.4	62.9	58.6	58.7	74.2	86.6	+ 16.6
Filling stations(3)	2,754	34,756,300	32,184	34,826	42,055	100.0	96.1	92.6	98.7	103.3	100.2	121.0	+ 20.8
Garages	1,294	15,931,600	10,977	12,132	13,479	100.0	76.4	68.9	70.6	71.8	76.2	84.6	+ 11.1
Apparel Group	4,484	93,711,300	64,022	79,107	84,796	100.0	72.2	68.3	76.0	79.3	84.4	90.5	+ 7.2
Men's and boy's clothing and furnishings (includes custom tailors)	1,662	32,327,700	19,655	26,113	28,306	100.0	64.3	60.8	70.8	75.1	80.8	87.6	+ 8.4
Family clothing stores	471	14,882,300	12,040	15,973	17,267	100.0	80.7	80.9	93.8	99.7	107.3	116.0	+ 8.1
Women's apparel and accessories stores	1,569	30,326,200	20,228	23,341	24,531	100.0	73.1	66.7	71.4	72.9	77.0	80.9	+ 5.1
Shoe Stores	782	16,175,100	12,099,	13,680	14,692	100.0	78.2	74.8	78.9	80.8	84.6	90.8	+ 7.4
Building Materials Group	2,030	61,398,100	32,758	45,698	51,771	100.0	60.7	53.4	63.0	66.3	74.4	84.3	+ 13.3
Hardware stores	1,135	27,752,300	17,428	22,752	25,368	100.0	68.6	62.8	71.6	74.5	82.0	91.4	+ 11.5
Lumber and building material dealers	297	21,950,000	9,914	15,315	17,582	100.0	52.9	45.2	56.7	60.3	69.8	80.1	+ 14.8
Other building materials	91	3,894,200	1,203	2,238	2,592	100.0	45.6	30.9	42.3	45.9	57.5	66.6	+ 15.8
Electrical, heating and plumbing, paint and glass shops	507	7,801,600	4,213	5,393	6,229	100.0	61.9	54.0	60.7	63.7	69.1	79.8	+ 15.5

(1), (2) and (3): See footnotes on page 4.

ONTARIO - RETAIL MERCHANDISE TRADE, 1937

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Stores and Sales, 1930: Number(1) of Stores	Total Net Sales	Total Net Sales, Estimated(2) (in thousands of dollars): 1933	1936	1937	Indexes of Retail Sales (1930 = 100): 1930	1932	1933	1934	1935	1936	1937	% of Change, 1937/1936
		$	$	$	$								
Furniture and Household Group	1,429	43,713,000	22,877	31,716	36,666	100.0	60.6	52.4	60.5	67.4	72.6	83.9	+ 15.6
Furniture stores	523	17,928,100	10,129	13,978	16,201	100.0	63.8	56.5	65.7	73.5	78.0	90.4	+ 15.9
Household appliance stores	263	7,505,400	(4)	5,671	6,635	100.0	70.3	(4)	66.3	74.0	75.6	88.4	+ 17.0
Other home furnishings stores	238	3,777,000	2,017	2,751	3,051	100.0	55.4	53.4	61.2	62.2	72.8	80.8	+ 10.9
Radio and music stores	405	14,502,500	6,193	9,316	10,779	100.0	52.9	42.7	50.9	57.9	64.2	74.3	+ 15.7
Restaurants, Cafeterias and Eating Places	2,306	28,633,600	17,008	19,879	21,052	100.0	66.4	59.4	63.7	65.3	69.4	73.5	+ 5.9
Other Retail Stores	9,411	220,737,900	155,116	182,428	201,916	100.0	74.6	70.3	76.7	78.0	82.6	91.5	+ 10.7
Farmers' supply stores	794	15,046,100	9,944	12,635	16,615	100.0	66.6	66.1	77.7	78.1	84.0	110.4	+ 31.5
Book stores	177	4,200,900	2,649	3,139	3,569	100.0	71.5	63.1	65.2	69.2	74.7	85.0	+ 13.7
Coal and wood yards	835	45,212,700	38,386	42,843	44,514	100.0	80.0	84.9	87.1	89.3	94.8	98.5	+ 3.9
Drug stores	1,464	35,207,500	27,462	30,647	32,854	100.0	86.6	78.0	81.3	83.8	87.0	93.3	+ 7.2
Florists	390	4,600,000	2,880	3,322	3,634	100.0	71.1	62.6	67.9	69.0	72.2	79.0	+ 9.4
Jewellery stores	606	11,338,500	6,848	8,861	9,986	100.0	68.0	60.4	66.2	70.8	78.1	88.1	+ 12.7
Office, school and store supplies and equipment dealers	139	9,170,300	5,255	8,000	9,120	100.0	63.9	57.3	71.1	77.9	87.2	99.5	+ 14.0
Tobacco stores and stands	1,290	15,407,200	11,232	13,014	14,172	100.0	80.8	72.9	77.5	79.5	84.5	92.0	+ 8.9
Government liquor stores	122	34,764,300	18,668	19,434	22,304	100.0	65.6	53.7	54.6	52.0	55.9	64.2	+ 14.8
Miscellaneous kinds of business (including secondhand stores)	3,594	45,790,400	31,792	40,533	45,148	100.0	71.9	69.4	84.5	85.2	88.5	98.6	+ 11.4

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) In some instances, figures for years subsequent to 1930 have been revised.

(3) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(4) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the group total.

Note: In a number of cases group totals include figures for classifications not separately shown.

ONTARIO - RETAIL MERCHANDISE TRADE, 1937

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1936	1937
ALL STORES, TOTAL -				
Chains	250	217	227	230
Stores (maximum) ..	3,276	3,210	3,277	3,180
Chain sales	$ 214,391,300	$150,908,000	$181,786,000	$ 184,973,100
Total sales	$1,099,990,200	$741,630,000	$913,223,000	$1,022,068,000
%, chains to total	19.5	20.3	19.9	18.1
Grocery and Combination Stores -				
Chains	24	26	32	35
Stores (maximum) ..	1,020	1,038	1,025	1,022
Chain sales	$ 67,211,400	$ 52,782,100	$ 57,609,200	$ 63,210,100
Total sales	$ 172,935,300	$126,070,000	$137,960,000	$ 147,341,000
%, chains to total	38.9	41.9	41.8	42.9
Variety Stores -				
Chains	9	12	12	12
Stores (maximum) ..	152	176	210	225
Chain sales	$ 18,408,300	$ 15,917,900	$ 20,067,900	$ 22,441,700
Total sales	$ 19,631,200	$ 16,844,000	$ 21,344,000	$ 23,894,000
%, chains to total	93.8	94.5	94.0	93.9
Men's and Boy's Clothing and Furnishings (includes Custom Tailors)				
Chains	15	10	13	13
Stores (maximum) ..	117	76	101	96
Chain sales	$ 6,357,500	$ 3,106,200	$ 4,563,300	$ 4,935,500
Total sales	$ 32,327,700	$ 19,655,000	$ 26,113,000	$ 28,306,000
%, chains to total	19.7	15.8	17.5	17.4
Family Clothing Stores -				
Chains	10	9	11	11
Stores (maximum) ..	39	46	61	58
Chain sales	$ 2,521,200	$ 2,259,200	$ 3,412,500	$ 3,625,000
Total sales	$ 14,882,300	$ 12,040,000	$ 15,973,000	$ 17,267,000
%, chains to total	16.9	18.8	21.4	21.0
Women's Apparel and Accessories Stores -				
Chains	16	10	15	15
Stores (maximum) ..	90	75	96	104
Chain sales	$ 2,894,800	$ 1,660,600	$ 2,629,400	$ 3,141,800
Total sales	$ 30,326,200	$ 20,228,000	$ 23,341,000	$ 24,531,000
%, chains to total	96.1	8.2	11.3	12.8
Shoe Stores -				
Chains	8	10	11	11
Stores (maximum) ..	105	141	171	188
Chain sales	$ 3,290,200	$ 3,336,600	$ 4,649,100	$ 5,091,500
Total sales	$ 16,175,100	$ 12,099,000	$ 13,680,000	$ 14,692,000
%, chains to total	20.3	27.6	34.0	34.7
Restaurants, Cafeterias and Eating Places -				
Chains	12	10	8	7
Stores (maximum) ..	127	117	107	100
Chain sales	$ 5,962,800	$ 3,024,900	$ 2,912,800	$ 3,154,700
Total sales	$ 28,633,600	$ 17,008,000	$ 19,879,000	$ 21,052,000
%, chains to total	20.8	17.8	14.7	15.0
Drug Stores -				
Chains	11	13	13	14
Stores (maximum) ..	137	156	169	179
Chain sales	$ 6,989,200	$ 6,163,800	$ 7,086,300	$ 7,774,700
Total sales	$ 35,207,500	$ 27,462,000	$ 30,647,000	$ 32,854,000
%, chains to total	19.9	22.4	23.1	23.7

Note: In some instances, figures for years subsequent to 1930 have been revised.

ONTARIO - RETAIL MERCHANDISE TRADE, 1937

Table 3.--Comparison of Department Store Sales by Commodity Groups for 1936 and 1937

Department	Sales in 1936	Sales in 1937	% of Change
	$	$	
Total Sales, All Departments	106,364,000	113,278,000	+ 6.5
omen's dresses, coats and suits (including sports wear and house dresses	11,999,700	12,502,000	+ 4.2
irls' and infant's wear	3,076,200	3,275,700	+ 6.5
osiery and gloves	5,618,100	6,026,500	+ 7.3
ingerie and corsets (including negligees and robes, knit underwear, nurses' and maid's uniforms)	5,210,100	5,320,900	+ 2.1
illinery	1,551,800	1,618,400	+ 4.3
omen's, girls' and infants' apparel and accessories, total (Sum of above)	27,455,900	28,743,500	+ 4.7
en's and boys' clothing and furnishings	12,116,500	12,799,900	+ 5.6
rugs and toilet articles and preparations (including cameras and photographic supplies)	2,159,900	2,300,300	+ 6.5
iece goods (silks, woollens, cottons, linens), patterns, linens and bedding	9,083,800	9,392,300	+ 3.4
mall wares - lacos, handkerchiefs, neckwear, ribbons buttons, thread, yarns	4,100,100	4,254,000	+ 3.8
ood and kindred products (groceries, meats, provisions candies, fruit and vegetables). Do not include restaurant receipts	4,902,600	5,007,300	+ 2.1
urniture (including mattresses, springs)	6,459,600	7,480,700	+ 15.8
ome furnishings - draperies, curtains, floor coverings hina, glassware, pictures, window shades	8,417,700	9,281,600	+ 10.3
ousehold appliances and electrical supplies - ashing machines, sewing machines, electric irons, vacuum cleaners, refrigerators, stoves, electrical fixtures, lamps	3,664,300	3,929,900	+ 7.2
ardware and kitchen utensils (including paints, wallpaper)	4,174,800	4,537,200	+ 8.7
adios, musical instruments and supplies	1,920,000	2,143,500	+ 11.6
hoes and other footwear (men's, women's and children's)	7,736,100	8,126,500	+ 5.0
tationery, books and magazines	1,642,200	1,756,900	+ 7.0
ewellery and optical goods (including clocks, watches, silverware, plated ware)	2,469,800	2,661,400	+ 7.8
ll other departments, total (Difference between sum of individual items and grand totals)	10,060,700	10,863,000	+ 8.0

ote: The departmental groupings shown above have been revised from those used in earlier reports.

CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Trade in Ontario, 1938

Retail sales in Ontario were only 3 per cent lower in 1938 than in the preceding year and exceeded by 8 per cent the dollar volume of retail trading in 1936, according to calculations for the annual survey of retail trade conducted by the Internal Trade Branch of the Bureau of Statistics. Total retail merchandise sales are estimated at $988,696,000 for 1938 compared with $1,022,068,000 for 1937 and $913,233,000 for 1936. Indexes of sales on the base 1930 = 100 stand at 89.9 for 1938 compared with 92.9 and 83.0 for the two preceding years. The proportion of total retail store sales transacted by chains increased from 18.1 per cent in 1937 to 18.8 per cent in 1938. There were 235 chain store companies operating in Ontario in 1938 and these had 3,114 unit stores with $185,901,800 sales. In the preceding year there were 230 chain companies with 3,180 unit stores and $184,973,100 sales.

Practically all lines of retail dealing registered minor declines from 1937. Total sales of motor vehicle dealers, which had been expanding at a rapid rate in earlier years since 1933, declined by 8 per cent in 1938 from the preceding year. There were 56,524 new motor vehicles sold for $63,063,368 in Ontario last year, down 15 per cent in number and 9 per cent in value from 1937. Declines from 1937 were similar for passenger and commercial makes. There were 47,514 new passenger cars sold for $52,050,180 in Ontario last year while commercial models numbering 9,010 sold for $11,013,188. Information regarding the sale of used vehicles is not available.

Country general store sales declined by 3 per cent while department store sales were off 4 per cent, indicating similar trends in consumer purchasing for rural and urban areas. Food store sales were maintained within 1 per cent of the 1937 level. Hardware store sales were down by 1 per cent while lumber and building material dealers did 4 per cent less business than in the preceding year. Declines ranging from 5 to 9 per cent were general in the furniture and household furnishings group of stores and a similar reduction was reported by the apparel group. Stores dealing in men's and boys' clothing and furnishings reported 11 per cent less business than in 1937 while women's apparel stores were down by 5 per cent. Shoe store sales declined by 3 per cent. Coal and woodyard sales were down by 3 per cent; drug stores, 2 per cent; and jewellery stores, 5 per cent. Tobacco stores and government liquor stores both reported an increase of one per cent in business.

Chain Stores

There were 235 chain store companies in Ontario last year and these operated a total of 3,114 stores within the province and had $185,901,800 sales. Chains accounted for 18.8 per cent of the total retail business last year compared with 18.1 per cent for 1937, 19.9 per cent in 1936 and 19.5 per cent in 1930, the first year for which figures are available.

Notwithstanding a slight reduction in the number of stores in operation, chains in the food retailing field secured a slightly greater proportion of the total business in 1938 than in 1937. There were 39 chain companies in this field last year and these operated 1,011 stores and had $65,760,600 sales, an amount which formed 44.9 per cent of the total sales of all grocery and combination stores. In the previous year there were 35 chains with 1,022 stores and these obtained 42.9 per cent of the total business.

Results for other lines of business in which chains are of importance show but little change in the position occupied by chains and independents. Men's and boys' clothing store chains secured 18.2 per cent of the business of all such stores. Chain ratios for other lines of business with 1937 figures in brackets are: women's apparel stores, 14.7 per cent (12.8 per cent); shoe stores, 35.9 per cent (34.7 per cent); restaurants, 16.7 per cent (15.0 per cent) and drug stores, 23.6 per cent (23.7 per cent).

Scope of Report

The figures for 1930 shown in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1938 have been computed from annual surveys of retail trade, for which returns are received from all chain store companies and from a representative number of independent stores. These indexes have been then applied to the total sales figures for 1930 in order to give the most accurate estimate available of the total retail trade in later years. It is, therefore, apparent that the figures shown herein must be considered as relating to the total trade and not to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are active competitors in the sale of grocery products.

Note: Figures covering the sale of new vehicles represent annual aggregates of monthly reports compiled by the D.B.S.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930: Number(1) of Stores	Stores and Sales, 1930: Total Net Sales	Estimated Sales (add 000): 1937	Estimated Sales (add 000): 1938	Indexes of Retail Sales (1930 = 100): 1930	1931	1932	1933	1934	1935	1936	1937	1938	% of Change, 1938/1937
		$	$	$										
Total, All Stores	43,045	1,099,990,200	1,022,068	988,696	100.0	86.6	71.8	67.4	74.9	78.0	83.0	92.9	89.9	- 3.3
Food Group	14,263	255,936,200	218,716	217,625	100.0	86.7	75.0	70.9	75.2	76.8	79.9	85.5	85.0	- 0.5
Candy and confectionery stores	2,105	15,762,100	12,906	12,558	100.0	82.2	71.2	65.3	71.2	73.4	75.9	81.9	79.7	- 2.7
Fruit and vegetable stores	876	10,255,000	8,827	8,650	100.0	87.3	78.7	74.0	78.7	79.3	83.5	86.1	84.3	- 2.0
Grocery and combination stores	7,708	172,935,300	147,341	146,604	100.0	88.4	76.8	72.9	76.0	76.3	79.8	85.2	84.8	- 0.5
Meat markets (including sea foods)	1,687	33,814,000	27,052	26,836	100.0	79.1	65.0	60.5	69.3	73.5	74.7	80.0	79.4	- 0.8
Country General Stores	2,662	48,066,000	42,053	40,749	100.0	83.5	71.6	69.3	77.4	77.7	81.8	87.5	84.8	- 3.1
General Merchandise Group	979	180,383,600	153,491	147,893	100.0	92.1	74.2	68.9	73.7	74.8	79.1	85.1	82.0	- 3.6
Department stores	61	140,148,400	113,278	108,860	100.0	92.4	72.5	67.4	71.6	72.0	75.9	80.8	77.7	- 3.9
Dry goods stores	570	13,211,500	10,149	9,682	100.0	84.1	71.8	63.4	69.3	69.8	72.0	76.8	73.3	- 4.6
General merchandise stores	127	7,392,500	6,170	5,343	100.0	84.8	67.1	61.2	70.0	69.4	73.8	83.5	72.3	- 13.4
Variety stores	221	19,631,200	23,894	24,008	100.0	97.7	90.4	85.8	92.8	99.9	108.7	121.7	122.3	+ 0.5
Automotive Group	5,481	167,410,500	211,607	201,168	100.0	83.5	63.6	66.2	82.1	92.0	100.3	126.4	120.2	- 4.9
Motor vehicle dealers	1,018	109,680,100	150,206	138,190	100.0	80.2	58.9	57.7	80.1	93.5	105.6	136.9	126.0	- 8.0
Accessories, tires and batteries	285	5,453,600	4,721	4,929	100.0	77.6	68.4	62.9	58.6	58.7	74.2	86.6	90.4	+ 4.4
Filling stations(2)	2,754	34,756,300	42,055	43,063	100.0	94.3	96.1	92.6	98.7	103.3	100.2	121.0	123.9	+ 2.4
Garages	1,294	15,931,600	13,479	13,749	100.0	85.1	76.4	68.9	70.6	71.8	76.2	84.6	86.3	+ 2.0
Apparel Group	4,484	93,711,300	84,796	78,445	100.0	87.2	72.2	68.3	76.0	79.3	84.4	90.5	83.7	- 7.5
Men's and boy's clothing and furnishings (includes custom tailors)	1,662	32,327,700	28,306	25,277	100.0	81.8	64.3	60.8	70.8	75.1	80.8	87.6	78.2	- 10.7
Family clothing stores	471	14,882,300	17,267	15,627	100.0	91.8	80.7	80.9	93.8	99.7	107.3	116.0	105.0	- 9.5
Women's apparel and accessories stores	1,569	30,326,200	24,531	23,231	100.0	89.5	73.1	66.7	71.4	72.9	77.0	80.9	76.6	- 5.3
Shoe stores	782	16,175,100	14,692	14,310	100.0	89.7	78.2	74.8	78.9	80.8	84.6	90.8	88.5	- 2.6
Building Materials Group	2,030	61,398,100	51,771	50,688	100.0	82.6	60.7	53.4	63.0	66.3	74.4	84.3	82.6	- 2.1
Hardware stores	1,135	27,752,300	25,368	25,038	100.0	86.8	68.6	62.8	71.6	74.5	82.0	91.4	90.2	- 1.3
Lumber and building material dealers	297	21,950,000	17,582	16,861	100.0	76.1	52.9	45.2	56.7	60.3	69.8	80.1	76.8	- 4.1
Other building materials	91	3,894,200	2,592	2,709	100.0	89.8	45.6	30.9	42.3	45.9	57.5	66.6	69.6	+ 4.5
Electrical, heating and plumbing, paint and glass shops	507	7,801,600	6,229	6,080	100.0	82.6	61.9	54.0	60.7	63.7	69.1	79.8	77.9	- 2.4

(1) and (2): See footnotes on page 4.

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont'd.)

Kind of Business	Stores and Sales, 1930: Number(1) of Stores	Total Net Sales	Estimated Sales (add 000) 1937	1938	Indexes of Retail Sales (1930 = 100) 1930	1931	1932	1933	1934	1935	1936	1937	1938	% of Change, 1938/1937
		$	$	$										
Furniture and Household Group	1,429	43,713,000	36,666	34,162	100.0	80.7	60.6	52.4	60.5	67.4	72.6	83.9	78.2	- 6.8
Furniture stores	523	17,928,100	16,201	15,148	100.0	83.0	63.8	56.5	65.7	73.5	78.0	90.4	84.5	- 6.5
Household appliance stores	263	7,505,400	6,635	6,237	100.0	86.9	70.3	(3)	66.3	74.0	75.6	88.4	83.1	- 6.0
Other home furnishings stores	238	3,777,000	3,051	2,914	100.0	74.2	55.4	53.4	61.2	62.2	72.8	80.8	77.2	- 4.5
Radio and music stores	405	14,502,500	10,779	9,863	100.0	76.4	52.9	42.7	50.9	57.9	64.2	74.3	68.0	- 8.5
Restaurants, Cafeterias and Eating Places	2,306	28,633,600	21,052	19,999	100.0	83.8	66.4	59.4	63.7	65.3	69.4	73.5	69.8	- 5.0
Other Retail Stores	9,411	220,737,900	201,916	197,967	100.0	87.3	74.6	70.3	76.7	78.0	82.6	91.5	89.7	- 2.0
Farmers' supply stores	794	15,046,100	16,615	15,120	100.0	78.4	66.6	66.1	77.7	78.1	84.0	110.4	100.5	- 9.0
Book stores	177	4,200,900	3,569	3,540	100.0	86.3	71.5	63.1	65.2	69.2	74.7	85.0	84.3	- 0.8
Coal and wood yards	835	45,212,700	44,514	43,134	100.0	87.8	80.0	84.9	87.1	89.3	94.8	98.5	95.4	- 3.[illegible]
Drug stores	1,464	35,207,500	32,854	32,230	100.0	94.3	86.6	78.0	81.3	83.8	87.0	93.3	91.5	- 1.9
Florists	390	4,600,000	3,634	3,514	100.0	83.2	71.1	62.6	67.9	69.0	72.2	79.0	76.4	- 3.3
Jewellery stores	606	11,338,500	9,986	9,467	100.0	81.9	68.0	60.4	66.2	70.8	78.1	88.1	83.5	- 5.2
Office, school and store supplies and equipment dealers	139	9,170,300	9,120	8,719	100.0	84.2	63.9	57.3	71.1	77.9	87.2	99.5	95.1	- 4.4
Tobacco stores and stands	1,290	15,407,200	14,172	14,285	100.0	90.7	80.8	72.9	77.5	79.5	84.5	92.0	92.7	+ 0.8
Government liquor stores	122	34,764,300	22,304	22,469	100.0	85.0	65.6	53.7	54.6	52.0	55.9	64.2	64.6	+ 0.7
Miscellaneous kinds of business (including secondhand stores)	3,594	45,790,400	45,148	45,489	100.0	87.3	71.9	69.4	84.5	85.2	88.5	98.6	99.3	+ 0.8

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(3) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the group total.

Note: In a number of cases group totals include figures for classifications not separately shown.

ONTARIO - RETAIL MERCHANDISE TRADE, 1938

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1937	1938
LL STORES, TOTAL -				
Chains	250	217	230	235
Stores (maximum) ..	3,276	3,210	3,180	3,114
Chain sales	$ 214,391,300	$150,908,000	$ 184,973,100	$185,901,800
Total sales	$1,099,990,200	$741,630,000	$1,022,068,000	$988,696,000
%, chains to total	19.5	20.3	18.1	18.8
rocery and Combination Stores -				
Chains	24	26	35	39
Stores (maximum) ..	1,020	1,038	1,022	1,011
Chain sales	$ 67,211,400	$ 52,782,100	$ 63,210,100	$ 65,760,600
Total sales	$ 172,935,300	$126,070,000	$ 147,341,000	$146,604,000
%, chains to total	38.9	41.9	42.9	44.9
ariety Stores -				
Chains	9	12	12	12
Stores (maximum) ..	152	176	225	233
Chain sales	$ 18,408,300	$ 15,917,900	$ 22,441,700	$ 22,516,700
Total sales	$ 19,631,200	$ 16,844,000	$ 23,894,000	$ 24,008,000
%, chains to total	93.8	94.5	93.9	93.8
en's and Boy's Clothing and Furnishings (includes custom tailors)				
Chains	15	10	13	14
Stores (maximum) ..	117	76	96	103
Chain sales	$ 6,357,500	$ 3,106,200	$ 4,935,500	$ 4,589,700
Total sales	$ 32,327,700	$ 19,655,000	$ 28,306,000	$ 25,277,000
%, chains to total	19.7	15.8	17.4	18.2
amily Clothing Stores -				
Chains	10	9	11	12
Stores (maximum) ..	39	46	58	61
Chain sales	$ 2,521,200	$ 2,259,200	$ 3,625,000	$ 3,231,700
Total sales	$ 14,882,300	$ 12,040,000	$ 17,267,000	$ 15,627,000
%, chains to total	16.9	18.8	21.0	20.7
omen's Apparel and Accessories Stores -				
Chains	16	10	15	16
Stores (maximum) ..	90	75	104	128
Chain sales	$ 2,894,800	$ 1,660,600	$ 3,141,800	$ 3,408,200
Total sales	$ 30,326,200	$ 20,228,000	$ 24,531,000	$ 23,231,000
%, chains to total	9.6	8.2	12.8	14.7
hoe Stores -				
Chains	8	10	11	10
Stores (maximum) ..	105	141	188	191
Chain sales	$ 3,290,200	$ 3,336,600	$ 5,091,500	$ 5,130,500
Total sales	$ 16,175,100	$ 12,099,000	$ 14,692,000	$ 14,310,000
%, chains to total	20.3	27.6	34.7	35.9
estaurants, Cafeterias and Eating Places -				
Chains	12	10	7	8
Stores (maximum) ..	127	117	100	102
Chain sales	$ 5,962,800	$ 3,024,900	$ 3,154,700	$ 3,344,200
Total sales	$ 28,633,600	$ 17,008,000	$ 21,052,000	$ 19,999,000
%, chains to total	20.8	17.8	15.0	16.7
rug Stores -				
Chains	11	13	14	14
Stores (maximum) ..	137	156	179	182
Chain sales	$ 6,989,200	$ 6,163,800	$ 7,774,700	$ 7,608,300
Total sales	$ 35,207,500	$ 27,462,000	$ 32,854,000	$ 32,230,000
%, chains to total	19.9	22.4	23.7	23.6

Note: In some instances, figures for years subsequent to 1930 have been revised.

CANADA

DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

ONTARIO

CALENDAR YEAR

1939

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Trade in Ontario, 1939

Retail merchandise trade in Ontario averaged slightly higher in 1939 han in the preceding year but was still below the 1937 level according to calculations or the annual survey of retail trade conducted by the Internal Trade Branch of the ureau of Statistics. Total sales are estimated at $1,002,071,000 for 1939, up 1.4 per ent from the $988,696,000 recorded for 1938 and 2 per cent below the 1937 figure. ndexes of sales on the base 1930 equals 100 stand at 91.1 for 1939, 89.9 for 1938 and .9 for 1937. The proportion of total retail sales transacted by chains increased from .8 per cent in 1938 to 19.4 per cent in 1939. There were 233 chain store companies perating in Ontario in 1939 and these had 3,102 unit stores with $194,347,400 sales. the preceding year there were 235 chain companies whose 3,114 unit stores had sales $185,901,800.

Most of the individual lines of business for which separate figures e computed registered minor gains over 1938. But several trades reported declines. continuation of a downward trend commenced in 1938, sales of motor vehicle dealers ontinued downward in the first half of 1939 and, although considerable improvement was ecorded in the last part of the year, aggregate annual sales were 6 per cent below the 38 figure. The decline in new motor vehicle sales alone was greater than that for the rade as a whole. There were 50,175 new motor vehicles sold for $55,188,547 in Ontario 1939, down 11 per cent in number and 13 per cent in value from 1938. Declines were eater for passenger cars than for commercial vehicles. During the year under review ere were 41,544 new passenger cars sold for $44,707,338, down 13 per cent in number and per cent in value from 1938, while 8,631 commercial models sold for $10,481,209, down per cent in number and 5 per cent in value from the preceding year.

Sales of the food group of stores as a whole were estimated at 20,780,000 in 1939, up 1 per cent from the preceding year. Sales of grocery and combination stores alone were estimated at $150,398,000 for 1939, up 3 per cent from 1938, hile meat market sales declined by a similar percentage from $26,836,000 in 1938 to 6,111,000 in 1939. Country general store sales declined by 2 per cent while department tores gained 4 per cent in the period under review. Variety stores gained by 5 per ent.

With the exception of motor vehicle dealers already mentioned individual lines of business within the automotive group registered gains of from 1 to 9 er cent. The apparel group, furniture and household furnishings group, and building aterials group all did slightly more business in 1939 than in the preceding year. Two lassifications were above the average in these groups: lumber and building material ealers gained 5 per cent, and furniture stores gained 4 per cent. Restaurants suffered decline of 3 per cent and farmers' supply stores one of 8 per cent. Coal and wood ards were up 10 per cent and jewellery stores 8 per cent. Florists dropped 3 per cent, nd office, school and store supplies and equipment dealers advanced 4 per cent.

Chain Stores

There were 233 chain store companies in Ontario in 1939 and these operated a total of 3,102 unit stores within the province which had $194,347,400 sales. Chains accounted for 19.4 per cent of the total retail business compared with 18.8 per cent in 1938, 18.1 per cent in 1937 and 19.5 per cent in 1930, the first year for which figures are available.

Despite a considerable reduction in the number of stores in operation, chains in the grocery and combination store field secured 47.2 per cent of the total business of all similar stores in 1939 compared with 44.9 per cent in 1938. There were 38 chains whose 936 stores had sales of $71,009,900, while in the same field in 1938 there were 39 chains having 1,011 stores and $65,760,600 sales.

Results for other lines of business in which chains are of importance showed little change between 1938 and 1939 in the position occupied by chains and independents, except for men's and boys' clothing store chains which dropped from 18.2 per cent to 15.8 per cent and shoe store chains which moved up from 35.9 per cent to 38.5 per cent. Chain ratios for other lines of business with 1938 figures in brackets are: variety stores, 94.0 per cent (93.8 per cent); women's apparel stores, 13.8 per cent (14.7 per cent); restaurants, 17.4 per cent (16.7 per cent); and drug stores, 23.4 per cent (23.6 per cent).

Scope of Report

The figures for 1930 shown in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1939 have been computed from annual surveys of retail trade, for which returns are received from all chain store companies and from a representative number of independent stores. These indexes have been then applied to the total sales figures for 1930 in order to give the most accurate estimate available of the total retail trade in later years. It is, therefore, apparent that the figures shown herein must be considered as relating to the total trade and not to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are active competitors in the sale of grocery products.

Note: Figures covering the sale of new vehicles represent annual aggregates of monthly reports compiled by the Dominion Bureau of Statistics.

ONTARIO - RETAIL MERCHANDISE TRADE, 1939

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Estimated Sales (add 000)		Indexes of Retail Sales (1930 = 100)									% of Change,
	Number(1) of Stores	Total Net Sales	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939	1939/8
		$	$	$										
Total, All Stores	43,045	1,099,990,200	988,696	1,002,071	100.0	71.8	67.4	74.9	78.0	83.0	92.9	89.9	91.1	+ 1.4
Food Group	14,263	255,936,200	217,625	220,780	100.0	75.0	70.9	75.2	76.8	79.9	85.5	85.0	86.3	+ 1.4
Candy and confectionery stores	2,105	15,762,100	12,558	12,282	100.0	71.2	65.3	71.2	73.4	75.9	81.9	79.7	77.9	- 2.2
Fruit and vegetable stores	876	10,255,000	8,650	8,875	100.0	78.7	74.0	78.7	79.3	83.5	86.1	84.3	86.5	+ 2.6
Grocery and combination stores	7,708	172,935,300	146,604	150,398	100.0	76.8	72.9	76.0	76.3	79.8	85.2	84.8	87.0	+ 2.6
Meat markets (including sea foods)	1,687	33,814,000	26,836	26,111	100.0	65.0	60.5	69.3	73.5	74.7	80.0	79.4	77.2	- 2.7
Country General Stores	2,662	48,066,000	40,749	39,893	100.0	71.6	69.3	77.4	77.7	81.8	87.5	84.8	83.0	- 2.1
General Merchandise Group	979	180,383,600	147,893	153,411	100.0	74.2	68.9	73.7	74.8	79.1	85.1	82.0	85.0	+ 3.7
Department stores	61	140,148,400	108,860	113,214	100.0	72.5	67.4	71.6	72.0	75.9	80.8	77.7	80.8	+ 4.0
Dry goods stores	570	13,211,500	9,682	9,759	100.0	71.8	63.4	69.3	69.8	72.0	76.8	73.3	73.9	+ 0.8
General merchandise stores	127	7,392,500	5,343	5,231	100.0	67.1	61.2	70.0	69.4	73.8	83.5	72.3	70.8	- 2.1
Variety stores	221	19,631,200	24,008	25,207	100.0	90.4	85.8	92.8	99.9	108.7	121.7	122.3	128.4	+ 5.0
Automotive Group	5,481	167,410,500	201,168	197,495	100.0	68.6	66.2	82.1	92.0	100.3	126.4	120.2	118.0	- 1.8
Motor vehicle dealers	1,018	109,680,100	138,190	130,175	100.0	58.9	57.7	80.1	93.5	105.6	136.9	126.0	118.7	- 5.8
Accessories, tires and batteries	285	5,453,600	4,929	5,313	100.0	68.4	62.9	58.6	58.7	74.2	86.6	90.4	97.4	+ 7.8
Filling stations(2)	2,754	34,756,300	43,063	46,938	100.0	96.1	92.6	98.7	103.3	100.2	121.0	123.9	135.0	+ 9.0
Garages	1,294	15,931,600	13,749	13,831	100.0	76.4	68.9	70.6	71.8	76.2	84.6	86.3	86.8	+ 0.6
Apparel Group	4,484	93,711,300	78,445	79,522	100.0	72.2	68.3	76.0	79.3	84.4	90.5	83.7	84.9	+ 1.4
Men's and boys' clothing and furnishings (includes custom tailors)	1,662	32,327,700	25,277	25,757	100.0	64.3	60.8	70.8	75.1	80.8	87.6	78.2	79.7	+ 1.9
Family clothing stores	471	14,882,300	15,627	15,799	100.0	80.7	80.9	93.8	99.7	107.3	116.0	105.0	106.2	+ 1.1
Women's apparel and accessories stores	1,569	30,326,200	23,231	23,742	100.0	73.1	66.7	71.4	72.9	77.0	80.9	76.6	78.3	+ 2.2
Shoe stores	782	16,175,100	14,310	14,224	100.0	78.2	74.8	78.9	80.8	84.6	90.8	88.5	87.9	- 0.6
Building Materials Group	2,030	61,398,100	50,688	51,593	100.0	60.7	53.4	63.0	66.3	74.4	84.3	82.6	84.0	+ 1.8
Hardware stores	1,135	27,752,300	25,038	25,013	100.0	68.6	62.8	71.6	74.5	82.0	91.4	90.2	90.1	- 0.1
Lumber and building material dealers	297	21,950,000	16,861	17,771	100.0	52.9	45.2	56.7	60.3	69.8	80.1	76.8	81.0	+ 5.4
Other building materials	91	3,894,200	2,709	2,869	100.0	45.6	30.9	42.3	45.9	57.5	66.6	69.6	73.7	+ 5.9
Electrical, heating and plumbing, paint and glass shops	507	7,801,600	6,080	5,940	100.0	61.9	54.0	60.7	63.7	69.1	79.8	77.9	76.1	- 2.3

(1) and (2): See footnotes on page 4.

ONTARIO - RETAIL MERCHANDISE TRADE, 1939

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business (Cont.)

Kind of Business	Stores and Sales, 1930		Estimated Sales (add 000)		Indexes of Retail Sales (1930 = 100)									% of Change,
	Number(1) of Stores	Total Net Sales	1938	1939	1930	1932	1933	1934	1935	1936	1937	1938	1939	1939/8
		$	$	$										
Furniture and Household Group	1,429	43,713,000	34,162	34,363	100.0	60.6	52.4	60.5	67.4	72.6	83.9	78.2	78.6	+ 0.6
Furniture stores	523	17,928,100	15,148	15,678	100.0	63.8	56.5	65.7	73.5	78.0	90.4	84.5	87.4	+ 3.5
Household appliance stores	263	7,505,400	6,237	6,173	100.0	70.3	(3)	66.3	74.0	75.6	88.4	83.1	82.2	- 1.0
Other home furnishings stores	238	3,777,000	2,914	2,827	100.0	55.4	53.4	61.2	62.2	72.8	80.8	77.2	74.8	- 3.0
Radio and music stores	405	14,502,500	9,863	9,685	100.0	52.9	42.7	50.9	57.9	64.2	74.3	68.0	66.8	- 1.8
Restaurants, Cafeterias and Eating Places	2,306	28,633,600	19,909	19,353	100.0	66.4	59.4	63.7	65.3	69.4	73.5	69.8	67.6	- 3.2
Other Retail Stores	9,411	220,737,900	197,967	205,655	100.0	74.6	70.3	76.7	78.0	82.6	91.5	89.7	93.2	+ 3.9
Farmers' supply stores	794	15,046,100	15,120	13,880	100.0	66.6	66.1	77.7	78.1	84.0	110.4	100.5	92.2	- 8.2
Book stores	177	4,200,900	3,540	3,611	100.0	71.5	63.1	65.2	69.2	74.7	85.0	84.3	86.0	+ 2.0
Coal and wood yards	835	45,212,700	43,134	47,404	100.0	80.0	84.9	87.1	89.3	94.8	98.5	95.4	104.8	+ 9.9
Drug stores	1,464	35,207,500	32,230	32,552	100.0	86.6	78.0	81.3	83.8	87.0	93.3	91.5	92.5	+ 1.0
Florists	390	4,600,000	3,514	3,405	100.0	71.1	62.6	67.9	69.0	72.2	79.0	76.4	74.0	- 3.1
Jewellery stores	606	11,338,500	9,467	10,186	100.0	68.0	60.4	66.2	70.8	78.1	88.1	83.5	89.8	+ 7.6
Office, school and store supplies and equipment dealers	139	9,170,300	8,719	9,103	100.0	63.9	57.3	71.1	77.9	87.2	99.5	95.1	99.3	+ 4.4
Tobacco stores and stands	1,290	15,407,200	14,285	14,528	100.0	80.8	72.9	77.5	79.5	84.5	92.0	92.7	94.3	+ 1.7
Government liquor stores	122	34,764,300	22,469	22,343	100.0	65.6	53.7	54.6	52.0	55.9	64.2	64.6	64.3	- 0.6
Miscellaneous kinds of business (including secondhand stores)	3,594	45,790,400	45,489	48,643	100.0	71.9	69.4	84.5	85.2	88.5	98.6	99.3	106.2	+ 6.9

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(3) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the group total.

Note: In a number of cases group totals include figures for classifications not separately shown.

ONTARIO - RETAIL MERCHANDISE TRADE, 1939

Table 2.--Number of Chains, Chain Stores, Total Chain Store Sales and Percentage of Chain Store Sales to Total Sales, by Years

	1930	1933	1938	1939
ALL STORES, TOTAL -				
Chains	250	217	235	233
Stores (maximum)	3,276	3,210	3,114	3,102
Chain sales	$ 214,391,300	$150,908,000	$185,901,800	$ 194,347,400
Total sales	$1,099,990,200	$741,630,000	$988,696,000	$1,002,071,000
%, chains to total	19.5	20.3	18.8	19.4
Grocery and Combination Stores -				
Chains	24	26	39	38
Stores (maximum)	1,020	1,038	1,011	936
Chain sales	$ 67,211,400	$ 52,782,100	$ 65,760,600	$ 71,009,900
Total sales	$ 172,935,300	$126,070,000	$146,604,000	$ 150,398,000
%, chains to total	38.9	41.9	44.9	47.2
Variety Stores -				
Chains	9	12	12	13
Stores (maximum)	152	176	233	246
Chain sales	$ 18,408,300	$ 15,917,900	$ 22,516,700	$ 23,688,200
Total sales	$ 19,631,200	$ 16,844,000	$ 24,008,000	$ 25,207,000
%, chains to total	93.8	94.5	93.8	94.0
Men's and Boys' Clothing and Furnishings (includes custom tailors)-				
Chains	15	10	14	11
Stores (maximum)	117	76	103	77
Chain sales	$ 6,357,500	$ 3,106,200	$ 4,589,700	$ 4,081,500
Total sales	$ 32,327,700	$ 19,655,000	$ 25,277,000	$ 25,757,000
%, chains to total	19.7	15.8	18.2	15.8
Family Clothing Stores -				
Chains	10	9	12	13
Stores (maximum)	39	46	61	68
Chain sales	$ 2,521,200	$ 2,259,200	$ 3,231,700	$ 3,261,500
Total sales	$ 14,882,300	$ 12,040,000	$ 15,627,000	$ 15,799,000
%, chains to total	16.9	18.8	20.7	20.6
Women's Apparel and Accessories Stores -				
Chains	16	10	16	14
Stores (maximum)	90	75	128	119
Chain sales	$ 2,894,800	$ 1,660,600	$ 3,408,200	$ 3,288,200
Total sales	$ 30,326,200	$ 20,228,000	$ 23,231,000	$ 23,742,000
%, chains to total	9.6	8.2	14.7	13.8
Shoe Stores -				
Chains	8	10	10	12
Stores (maximum)	105	141	191	216
Chain sales	$ 3,290,200	$ 3,336,600	$ 5,130,500	$ 5,482,600
Total sales	$ 16,175,100	$ 12,099,000	$ 14,310,000	$ 14,224,000
%, chains to total	20.3	27.6	35.9	38.5
Restaurants, Cafeterias and Eating Places -				
Chains	12	10	8	8
Stores (maximum)	127	117	102	103
Chain sales	$ 5,962,800	$ 3,024,900	$ 3,344,200	$ 3,372,400
Total sales	$ 28,633,600	$ 17,008,000	$ 19,999,000	$ 19,359,000
%, chains to total	20.8	17.8	16.7	17.4
Drug Stores -				
Chains	11	13	14	14
Stores (maximum)	137	156	182	185
Chain sales	$ 6,989,200	$ 6,163,800	$ 7,608,300	$ 7,623,200
Total sales	$ 35,207,500	$ 27,462,000	$ 32,230,000	$ 32,552,000
%, chains to total	19.9	22.4	23.6	23.4

Note:- In some instances, figures for years subsequent to 1930 have been revised.

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

ONTARIO

CALENDAR YEAR

1940

+ + +

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DOMINION BUREAU OF STATISTICS
INTERNAL TRADE BRANCH
OTTAWA, CANADA

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Retail Trade in Ontario, 1940

Retail merchandise trade in Ontario was up 13 per cent in 1940 over 1939 nd was at a higher level than during any other year since 1929 according to the results of he annual survey of retail trade conducted by the Internal Trade Branch of the Bureau of tatistics. Total sales are estimated at $1,129,821,000 for 1940 and $1,002,071,000 for 939, the figure for 1940 exceeding by 3 per cent the volume of business transacted in 930. Indexes of sales on the base 1930 equals 100 stand at 102.7 for 1940, 91.1 for 1939 nd 89.9 for 1938.

All lines of business for which separate figures have been computed report- d increased sales, increases for trades handling more durable items exceeding those re- orded by food stores, drug stores and country general stores. The furniture and household roup came first in point of view of increased business. Stores specializing in furniture, ousehold appliances or both furniture and household appliances gained 23 per cent in ollar business in 1940 over 1939. The increase for stores specializing in radios or usical instruments was even greater at 27 per cent. The War Exchange Conservation Act ntroduced at the beginning of December, 1940, provided for a 25 per cent excise tax on he manufacturers' price of radios and electrical household appliances. The tax was not o apply on stocks already in dealers' hands. The result was a marked increase in retail rchasing of these commodities in December, customers endeavouring to satisfy their equirements before dealers' stocks were depleted.

Sales for the automotive group of establishments as a whole were up 15 er cent from 1939. Total sales for motor vehicle dealers were estimated at $155,559,000 or 1940, up 20 per cent from the preceding year. The increase for new motor vehicles lone, as measured in dollar volume, was similar to that for the motor vehicle dealer usiness as a whole. There were 58,104 new motor vehicles (exclusive of deliveries to he government for war purposes) sold for $66,599,861 in Ontario last year, up 16 per cent n number and 21 per cent in value compared with the preceding year. Included in the otals for 1940 were 48,777 new passenger cars which sold for $55,103,911, up 17 per cent n number and 23 per cent in value from 1939. There were also 9,327 new commercial ehicles sold for $11,495,950 in 1940, up 8 per cent in number and 10 per cent in value ompared with corresponding figures for 1939.

Sales of the apparel group as a whole gained 14 per cent. Men's and boys' lothing stores were up 14 per cent; family clothing stores were up 16 per cent, while tores specializing in women's apparel were up 16 per cent. Shoe stores gained 11 per ent.

Grocery and combination stores are estimated to have transacted business o the value of $164,621,000 in 1940, a gain of 10 per cent over 1939. Country general tore sales at $42,167,000 were up 6 per cent from the preceding year. Percentage in- eases for other important lines of business were as follows: 15 per cent for depart- ent stores, 17 per cent for variety stores, 9 per cent for hardware stores, 6 per cent r coal and wood yards, 8 per cent for drug stores and 24 per cent for jewellery stores.

Chain Stores

There were 237 chain store companies operating in Ontario in 1940. These operated 3,135 stores within the province with sales of $226,501,400, an amount which formed 20.0 per cent of the total sales of all stores including both chains and independents. In 1939 the ratio of chain sales to total sales was 19.4 per cent; in 1938 it was 18.8 per cent while in 1930, the first year for which figures are available, the ratio was 19.5 per cent.

Included in the total chain figures mentioned above were 36 chains in the grocery and combination store field. Those 36 chain companies operated 813 stores within the province whose sales of $81,501,700 formed 49.5 per cent of the total sales of all grocery and combination stores, including chains and independents. The chain figures relate to corporate chains only, groups of four or more stores under the same ownership and management. Voluntary chains are not included in the chain store data given in this report. Ratios of chain to total sales for 1940 for certain lines of business in which the chain store type of distribution is important with figures for 1939 in brackets are as follows: variety stores, 94.2 per cent (94.0 per cent); men's and boys' clothing stores, 16.2 per cent (15.8 per cent); family clothing stores, 20.2 per cent (20.6 per cent); women's apparel or accessories stores, 15.2 per cent (13.8 per cent); shoe stores, 41.6 per cent (38.5 per cent); and drug stores, 23.9 per cent (23.4 per cent).

Scope of Report

The figures for 1930 shown in this report are taken from the results of the Census of Merchandising and Service Establishments which was taken in connection with the Decennial Census of 1931. Indexes of sales for years 1931 to 1940 have been computed from annual surveys of retail trade, for which returns are received from all chain store companies and from a representative number of independent stores. These indexes have been then applied to the total sales figures for 1930 in order to give the most accurate estimate available of the total retail trade in later years. It is, therefore, apparent that the figures shown herein must be considered as relating to the total trade and not to the business of only those stores included in the sample covered each year.

It should also be clearly understood that all retail sales figures given in this report relate to stores grouped according to kind of business and not to commodity sales. Grocery stores sell a number of lines of goods in addition to strictly grocery items. Drug stores are not restricted to the sale of drugs and medicines. On the other hand, groceries are sold in many kinds of stores in addition to those units classified as grocery stores. Country general stores and department stores are active competitors in the sale of grocery products.

Note: Figures covering the sale of new vehicles represent annual aggregates of monthly reports compiled by the Dominion Bureau of Statistics.

ONTARIO - RETAIL MERCHANDISE TRADE, 1940

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business

Kind of Business	Stores and Sales, 1930		Estimated Sales (add 000)		Indexes of Retail Sales (1930 = 100)									% of Change, 1940/39
	Number(1) of Stores	Total Net Sales	1939	1940	1930	1933	1934	1935	1936	1937	1938	1939	1940	
		$	$	$										
Total, All Stores	43,045	1,099,990,200	1,002,071	1,129,821	100.0	67.4	74.9	78.0	83.0	92.9	89.9	91.1	102.7	+ [illegible]
Food Group	14,263	255,936,200	220,780	239,637	100.0	70.9	75.2	76.8	79.9	85.5	85.0	86.3	93.6	+ 8.5
Candy and confectionery stores	2,105	15,751,100	12,282	13,658	100.0	65.3	71.2	73.4	75.9	81.9	79.7	77.9	86.7	+ 11.2
Fruit and vegetable stores	875	10,255,000	8,875	9,132	100.0	74.0	78.7	79.3	83.5	86.1	84.3	86.5	89.0	+ 2.9
Grocery and combination stores	7,706	172,935,300	150,390	164,621	100.0	72.9	76.0	78.3	79.8	85.2	84.8	87.0	95.2	+ 9.5
Meat markets (including sea foods)	1,687	33,814,000	26,111	27,304	100.0	60.5	69.3	73.5	74.7	80.0	79.4	77.2	80.9	+ 4.8
Country General Stores	2,662	48,066,000	39,693	42,167	100.0	63.3	77.4	77.7	81.8	87.5	84.8	83.0	89.7	+ 5.3
General Merchandise Group	979	180,383,600	153,411	176,118	100.0	68.9	73.7	74.8	79.1	85.1	82.0	85.0	97.6	+ 14.8
Department stores	61	140,148,400	113,214	129,970	100.0	67.4	71.6	72.0	75.9	80.8	77.7	80.8	92.7	+ 14.8
Dry goods stores	570	13,211,500	9,759	10,920	100.0	63.4	64.3	69.8	72.0	76.8	73.3	73.9	82.7	+ 11.9
General merchandise stores	127	7,592,500	5,231	5,813	100.0	61.2	70.0	69.4	72.8	83.5	72.3	70.8	79.0	+ 11.7
Variety stores	221	19,631,200	25,207	29,385	100.0	85.6	92.8	93.9	108.7	121.7	122.3	128.4	149.7	+ 16.[illegible]
Automotive Group	5,681	167,410,500	137,495	226,718	100.0	66.2	80.1	92.0	100.3	126.4	120.2	118.0	135.4	+ 14.8
Motor vehicle dealers	1,018	109,680,100	130,175	155,559	100.0	57.7	80.1	93.5	105.6	136.9	126.0	118.7	141.8	+ 19.5
Accessories, tires and batteries	285	5,452,600	5,312	5,961	100.0	62.9	58.6	58.7	74.2	86.6	90.4	97.4	109.3	+ 12.2
Filling stations(2)	2,734	34,756,300	46,938	48,740	100.0	92.6	88.7	103.3	100.2	121.0	123.9	135.0	140.2	+ 3.8
Garages	1,294	13,931,600	13,851	15,117	100.0	68.9	70.6	71.8	76.2	84.6	86.3	81.8	94.9	+ 9.[illegible]
Apparel Group	4,484	93,711,300	79,522	90,824	100.0	66.3	76.0	79.3	84.4	90.5	85.7	84.9	96.9	+ 14.2
Men's and boys' clothing and furnishings (includes custom tailors)	1,662	32,327,700	25,75[illegible]	29,365	100.0	60.8	70.8	75.1	80.8	87.6	78.2	79.7	90.5	+ 14.0
Family clothing stores	471	14,882,300	15,799	18,273	100.0	80.9	93.8	90.7	107.3	116.0	105.0	106.2	122.8	+ 15.7
Women's apparel and accessories stores	1,569	30,326,200	23,742	27,422	100.0	66.7	71.4	72.9	77.0	80.9	76.8	76.3	90.4	+ 15.3
Shoe stores	782	16,175,100	14,224	15,763	100.0	74.8	78.9	80.8	84.6	90.8	88.5	87.9	97.4	+ 10.8
Building Materials Group	2,050	61,398,100	51,593	59,248	100.0	53.4	63.0	66.3	74.4	84.3	82.6	84.0	96.5	+ 14.8
Hardware stores	1,135	27,752,300	25,013	27,289	100.0	62.8	71.6	74.5	82.0	91.4	90.2	90.1	98.3	+ 9.1
Lumber and building material dealers	297	21,950,000	17,771	21,130	100.0	45.2	56.7	60.3	69.8	80.1	76.8	81.0	96.3	+ 18.9
Electrical, heating and plumbing, paint and glass shops	507	7,801,600	5,940	6,706	100.0	54.0	60.7	63.7	69.1	79.8	77.9	76.1	85.0	+ 12.9

(1) and (2): See footnotes on page 4.

ONTARIO - RETAIL MERCHANDISE TRADE, 1940

Table 1.--Total Net Sales and Sales Indexes, by Kinds of Business--(Cont'd)

Kind of Business	Stores and Sales, 1930: Number(1) of Stores	Stores and Sales, 1930: Total Net Sales	Estimated Sales (add 000): 1939	Estimated Sales (add 000): 1940	Indexes of Retail Sales (1930 = 100): 1930	1933	1934	1935	1936	1937	1938	1939	1940	% of Change, 1940/39
		$	$	$										
Furniture and Household Group ..	1,429	43,713,000	34,363	42,373	100.0	52.4	60.5	67.4	72.6	83.9	78.2	78.6	96.9	+ 23.3
Furniture stores	523	17,928,100	15,678	19,347	100.0	56.5	65.7	73.5	78.0	90.4	84.5	87.4	107.9	+ 23.4
Household appliance stores	263	7,505,400	6,173	7,574	100.0	(3)	66.3	74.0	75.6	88.4	83.1	82.2	100.9	+ 22.7
Other home furnishings stores	238	3,777,000	2,827	3,200	100.0	53.4	61.2	62.2	72.8	80.8	77.2	74.8	84.7	+ 13.2
Radio and music stores	405	14,502,500	9,685	12,252	100.0	42.7	50.9	57.9	64.2	74.3	68.0	66.8	84.5	+ 26.5
Restaurants, Cafeterias and Eating Places	2,306	28,633,600	19,359	21,411	100.0	59.4	63.7	65.3	69.4	73.5	69.8	67.6	74.8	+ 10.6
Other Retail Stores	9,411	220,737,900	205,655	231,325	100.0	70.3	76.7	78.0	82.6	91.5	89.7	93.2	104.8	+ 12.5
Farmers' supply stores	794	15,046,100	13,880	15,726	100.0	66.1	77.7	78.1	84.0	110.4	100.5	92.2	104.5	+ 13.3
Book stores	177	4,200,900	3,611	3,889	100.0	63.1	65.2	69.2	74.7	85.0	84.3	86.0	92.6	+ 7.7
Coal and wood yards	835	45,212,700	47,404	50,248	100.0	84.9	87.1	89.3	94.8	98.5	95.4	104.8	111.1	+ 6.0
Drug stores	1,464	35,207,500	32,552	35,254	100.0	78.0	81.3	83.8	87.0	93.3	91.5	92.5	100.1	+ 8.3
Florists	390	4,600,000	3,405	3,596	100.0	62.6	67.9	69.0	72.2	79.0	76.4	74.0	78.2	+ 5.6
Jewellery stores	606	11,338,500	10,186	12,590	100.0	60.4	66.2	70.8	78.1	88.1	83.5	89.8	111.0	+ 23.6
Office, school and store supplies and equipment dealers	139	9,170,300	9,103	12,617	100.0	57.3	71.1	77.9	87.2	99.5	95.1	99.3	137.6	+ 38.6
Tobacco stores and stands	1,290	15,407,200	14,528	16,315	100.0	72.9	77.5	79.5	84.5	92.0	92.7	94.3	105.9	+ 12.3
Government liquor stores	122	34,764,300	22,343	24.349	100.0	53.7	54.6	52.0	55.9	64.2	64.6	64.3	70.0	+ 9.0
Miscellaneous kinds of business (including secondhand stores)	3,594	45,790,400	48,643	56,741	100.0	69.4	84.5	85.2	88.5	98.6	99.3	106.2	123.9	+ 16.6

(1) The numbers of stores are shown only for 1930. Total sales figures for later years are estimated upon the basis of returns from a sample number of firms. The total number of stores in operation in these later years is not known.

(2) Sales figures for filling stations for years subsequent to 1930 have been estimated from data on gasoline consumption and retail prices.

(3) Figures for this classification for 1933 are not considered sufficiently complete to warrant publishing. They are included, however, in the group total.

Note: In a number of cases group totals include figures for classifications not separately shown.

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Minister of Trade and Commerce.

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DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE

IN

ONTARIO

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1941

FINAL REPORT

OTTAWA
1943

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RETAIL MERCHANDISE TRADE IN ONTARIO, 1941

(Final Report)

Final compilations for the Census of Merchandising and Service Establishments, 1941, show that there were 47,055 retail stores in Ontario in the Census year and that these had annual sales of $1,407,576,700, including $149,014,700 worth of instalment business. These stores required the services of 165,842 employees including 121,042 persons engaged on a full-time basis and 44,800 persons on a part-time basis. In addition, there were 44,891 proprietors who devoted the major portion of their time to the management of their retail businesses. Salaries and wages paid to employees during the year amounted to $134,730,300; inventories on hand at the end of the year (exclusive of chain warehouse inventories) were valued at $213,163,000, while accounts outstanding on retailers' books on the same date were valued at $161,132,800.

The Census of Merchandising and Service Establishments forms part of the Decennial Census of 1941 and is the second complete survey of retail trade to be taken in Canada. The previous census related to the year 1930 when retail sales in Ontario were valued at $1,099,990,200. Dollar sales in 1941 were 28 per cent higher than in the earlier period.

The scope of the 1941 Census of Merchandising varied slightly from that of 1930, figures for the earlier year including certain minor types of business not included in the regular retail tables of the 1941 Census. The types of business omitted in 1941 consist chiefly of producer-distributors of milk products and certain agencies having no established place of business. On excluding figures for these types from the 1930 totals, an increase of 12 per cent is recorded in the number of retail outlets while the increase in dollar volume of business remains practically unchanged at 28 per cent.

Size of Business

Retail stores range widely in the scale of their operations as measured in terms of the annual volume of business transacted. An analysis of the 47,055 retail stores operating in Ontario in 1941 shows that 25 per cent of these stores had annual sales of less than $5,000 each and that these accounted for only 2 per cent of the total dollar volume of business transacted by all stores. On the other hand, there were 2,032 stores or slightly more than 4 per cent of the total number of retail outlets that had annual sales of $100,000 or over and these accounted for 44 per cent of the total annual retail business.

The merchandising census was taken by mail, the mailing lists for the project having been prepared by the population census enumerators who were instructed to list the name and address of each business establishment in their respective enumeration areas including those retail firms which commenced operations between the beginning of the year and the census date. The inclusion of part-year reports from such firms is a factor to be considered in the interpretation of the analysis of retail stores according to sales volume.

Personnel

Each firm was asked to report the average number of paid employees required to carry on business during the year, separate figures to be given for male and for female employees and a distinction to be made between those employees on a full-time and on a part-time basis. Data were also secured relating to annual payroll and to the number of proprietors who took an active part in the management of their retail business.

Answers to these inquiries show a total of 210,733 persons engaged, either full-time or part-time, in retail merchandising in 1941. Included in these totals are 75,330 full-time male and 45,712 full-time female employees to whom $123,472,500 was paid in salaries and wages during the year. Included also in the totals are 24,329 part-time male and 20,471 part-time female employees with an annual payroll of $11,257,800. The third component included in the totals consists of active proprietors of whom there were 44,891 including 39,590 male and 5,301 female persons.

An analysis of the retail stores of the province, according to the number of paid employees in each store, indicates that there were 15,976 stores or slightly more than one-third of the total number in which there were no employees, the operations of these retail outlets being carried on by the proprietors alone. One-fifth of the total stores each had one employee, 14 per cent had two employees, 9 per cent had three employees, and about another 6 per cent had four employees each. There were 7,912 stores each with 5 or more employees. This group comprised 16.9 per cent of the total number of stores, included 72.0 per cent of the total number of employees, paid out 75.6 per cent of the total annual payroll and transacted 81.1 per cent of the total volume of retail business.

Cash, Credit and Instalment Sales

All stores were not able to report the proportions of their total business transacted on cash and credit bases. Information on cash and credit sales secured from 36,900 stores which accounted for almost 90 per cent of the total volume of retail business indicated that credit sales (including instalment sales) formed 26.8 per cent of the total annual turnover while 73.2 per cent of the business was transacted on a cash basis. Assuming that the proportions of cash and credit sales were similar for the reporting and non-reporting stores, the total volume of retail credit business may be estimated at $377,000,000 in 1941. Ratios of credit to total sales for stores classified broadly according to kind of business stand at 28.3 per cent for food stores, 26.2 per cent for country general stores, 19.6 per cent for the general merchandise group consisting chiefly of department stores with a ratio of 24.1 per cent and variety stores in which credit sales are practically "nil". Ratios of credit to total sales for other groups stand at 38.8 per cent for the automotive group, 17.1 per cent for the apparel group, 54.1 per cent for the building materials group, 66.5 per

cent for the furniture-household-radio group and 20.9 per cent for the "other retail stores" group.

Included in the total credit business were instalment sales reported at $149,014,700, or 10.6 per cent of the total volume of retail sales. Firms were instructed to include in the instalment sales reported the total volume of goods sold on the instalment plan including the down payment, the value of any trade-ins accepted as part payment in addition to the amount of the original unpaid balance. All instalment sales were to be reported irrespective of whether the paper was discounted with a finance company or carried on the retailers' own books.

Almost 40 per cent of the total volume of instalment business was reported by motor vehicle dealers whose instalment sales totalled $57,252,200 or 36 per cent of the total annual sales for this classification. Instalment sales in department stores amounted to $19,595,200; stores specializing in furniture, household appliances, radios and musical instruments or a combination of these items had instalment sales of $28,404,300, while stores specializing in men's or women's apparel reported time-payment sales of $14,766,600.

Types of Operation

In addition to being classified according to kind of business each store was assigned to a type of operation, depending chiefly upon whether the store was independently owned and operated or whether it belonged to a chain company or some other multiple form of organization.

The 47,055 retail stores operating in Ontario in 1941 were comprised of 43,504 independent stores whose sales formed 78.8 per cent of the total retail trade, 3,385 units of chain companies which accounted for 21.0 per cent of the total retail sales and 166 stores assigned to other types and accounting for the remaining 0.2 per cent of the total trade.

The ratio of chain to total sales was practically unchanged in 1941 from 1930, chains accounting for 20.3 per cent of the total trade in 1930 compared with 21.0 per cent in the more recent period. Comparative ratios for the two years for some of the lines of business in which chains are of more importance (ratios for 1930 in brackets) are as follows: Grocery stores, 20.4 per cent (38.6 per cent); combination stores, 55.7 per cent (41.3 per cent); filling stations, 11.6 per cent (30.0 per cent); men's and boys' clothing and furnishings stores, 19.4 per cent (19.8 per cent); shoe stores, 43.4 per cent (21.5 per cent); drug stores, 20.8 per cent (20.4 per cent).

For census purposes chains are taken to include all retail organizations operating four or more retail stores exclusive only of department stores. All department stores are classified as independents. The chain figures do not include the so-called voluntary chains comprised of independent stores grouped for buying or advertising purposes. There were 2,032 independent stores in these voluntary chains in 1941 whose sales formed 4.0 per cent of the total trade. In 1930 there were 1,689 voluntary chain units in operation and their sales formed 3.7 per cent of the total.

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Table 1.--Comparison of Stores and Sales for 1930 and 1941, by Kind-of-Business Groups and for Selected Kinds of Business

	Number of Stores		Net Sales		
	1930	1941	1930	1941	% Change
			$	$	
Total, All Stores	43,045	47,055	1,099,990,200	1,407,576,700	+ 28.0
Total, Comparable Stores (1)	41,066	46,051	1,084,510,900	1,389,185,500	+ 28.1
Food Group	14,263	14,019	255,936,200	314,628,700	+ 22.9
Candy and confectionery stores	2,105	2,554	15,762,100	17,201,800	+ 09.1
Grocery stores (without fresh meat)	5,594	5,714	98,562,300	88,611,500	- 10.1
Combination stores (groceries and meats)	2,114	2,484	74,373,000	142,049,400	+ 91.0
Meat markets (including sea food)	1,687	1,518	33,814,000	32,624,400	- 03.5

(1) Excludes milk dealers, farm implement agents and grain elevators.

Table 1.--Comparison of Stores and Sales for 1930 and 1941, by Kind of Business Groups and for Selected Kinds of Business.
(Concl'd)

	Number of Stores		Net Sales		
	1930	1941	1930	1941	% Change
			$	$	
Country General Stores ..	2,550	2,350	43,913,600	44,274,600	+ 0.8
General Merchandise Group	1,091	1,252	184,536,000	206,533,300	+ 11.9
Department stores and mail-order offices	61	247	140,148,400	151,508,300	+ 08.1
Variety stores	221	482	19,631,200	37,574,800	+ 91.4
Automotive Group	5,405	7,119	166,882,000	267,043,700	+ 60.0
Motor vehicle dealers	1,018	1,072	109,680,100	158,637,600	+ 44.6
Garages	1,294	1,025	15,931,600	17,103,200	+ 7.4
Filling stations	2,754	4,627	34,756,300	80,728,900	+132.3
Apparel Group	4,484	5,068	93,711,300	125,663,300	+ 34.1
Men's and boys' clothing and furnishings stores	1,662	1,478	32,327,700	36,994,900	+ 14.4
Family clothing stores	471	651	14,882,300	25,277,800	+ 69.9
Women's apparel and accessory stores	1,569	2,151	30,326,200	42,939,600	+ 41.6
Shoe stores	782	788	16,175,100	20,451,000	+ 26.4
Building Materials Group.	2,072	2,026	61,963,100	70,020,400	+ 13.0
Hardware stores	1,135	1,117	27,752,300	27,223,600	- 1.9
Lumber and building materials	297	388	21,950,000	32,610,600	- 48.6
Furniture--Household--Radio Group	1,387	1,515	43,148,000	52,836,100	+ 22.5
Furniture stores	523	545	17,928,100	27,088,500	+ 51.1
Household appliance or radio dealers	668	716	22,007,900	21,822,700	- 0.8
Restaurant Group	2,306	3,663	28,633,600	54,372,500	+ 89.9
Other Retail Stores	8,770	9,362	216,125,300	267,846,300	+ 23.9
Coal and wood yards (including ice)	835	1,113	45,212,700	53,832,100	+ 19.1
Drug stores	1,464	1,720	35,207,500	49,208,500	+ 39.8
Jewellery stores	606	628	11,338,500	17,018,600	+ 50.1
Tobacco stores and stands ...	1,290	1,909	15,407,200	21,204,400	+ 37.6
Second-Hand Group	717	681	5,141,100	4,357,800	- 15.2

(1) Excludes milk dealers, farm implement agents and grain elevators.

Table 2. -Retail Merchandise Trade, by Kinds of Business

	Kind of Business	Number of Stores	Sales 1941	Stocks on hand end of year (at cost)
1.	Total, All Stores	47,055	1,407,576,700	213,163,000
2.	Food Group	14,019	314,628,700	24,582,400
3	Bakery products stores	293	3,509,900	94,900
	Candy and confectionery stores --			
4.	Candy, nut stores	123	1,952,800	83,800
5.	Confectionery stores	2,431	15,249,000	1,033,300
	Dairy products dealers --			
6	Dairy products stores	114	4,787,400	78,900
7	Eggs and poultry stores	94	929,900	30,700
8.	Milk dealers	355	10,542,400	83,400
9.	Fruit and vegetable stores	716	11,992,100	485,200
10.	Grocery stores (without fresh meat)	5,714	88,611,500	8,506,200
11.	Combination stores (groceries and meats)	2,484	142,049,400	10,209,900
	Meat markets (including sea foods) --			
12.	Meat markets	1,416	31,327,100	3,753,400
13.	Fish markets	102	1,297,300	57,600
	Other food stores --			
14.	Caterers	26	288,000	10,600
15.	Coffee, tea and spice stores	27	365,600	55,700
16.	Delicatessen stores	99	1,566,300	53,100
17.	Food stores with non-food departments	10	114,500	39,400
18.	Other food stores	15	45,500	6,300
19.	Country General Stores	2,350	44,274,600	12,948,100
20.	General Merchandise Group	1,252	206,533,300	38,453,400
21.	Department stores and mail-order houses or offices	247	151,508,300	27,873,500
22.	General merchandise and dry goods stores	523	17,450,200	5,323,900
23.	Variety stores	482	37,574,800	5,256,000
24.	Automotive Group	7,119	267,043,700	25,664,100
	Motor vehicle dealers --			
25.	Automobile dealers	787	114,223,100	13,985,600
26.	Automobile dealers with wholesale car departments	89	33,416,600	4,115,400
27.	Automobile dealers with farm implements	38	3,687,100	415,500
28.	Used car dealers	158	7,310,800	899,400
29.	Accessory, tire and battery shops	349	9,330,400	1,297,900
30.	Garages	1,025	17,103,200	1,452,700
31.	Filling stations	4,627	80,728,900	3,227,400

Table 2. -Retail Merchandise Trade, by Kinds of Business

Proprietors		Employment and Wage Facts						
		Full-time employees			Part time employees			
Male	Female	Male	Female	Salaries and wages	Male	Female	Salaries and wages	
				$			$	
39,590	5,301	75,330	45,712	123,472,500	24,329	20,471	11,257,800	1.
11,734	1,896	14,047	5,875	17,307,000	8,007	3,568	2,549,300	2.
168	49	298	386	539,600	85	183	63,000	3.
30	7	19	252	218,800	9	74	18,200	4.
1,944	521	544	800	729,000	340	642	187,900	5.
102	13	573	71	862,900	48	39	21,800	6.
83	11	40	4	31,400	23	6	7,700	7.
383	18	1,423	138	1,711,100	225	59	59,900	8.
776	98	438	165	426,300	449	257	168,000	9.
4,584	940	2,716	1,651	3,202,100	1,975	1,038	646,600	10.
2,021	164	5,692	2,094	7,378,200	3,569	1,083	1,016,100	11.
1,401	28	2,091	174	1,938,200	1,097	97	299,200	12.
89	16	88	21	84,400	104	35	21,200	13.
16	6	35	24	42,100	16	14	11,500	14.
19	3	22	5	29,200	7	3	5,100	15.
84	21	55	90	104,200	61	37	23,000	16.
21	-	11	-	7,500	-	-	-	17.
13	1	2	-	2,000	-	1	100	18.
3,295	195	1,427	941	1,658,800	500	469	203,700	19.
540	131	11,172	19,086	29,339,600	1,665	8,741	2,636,700	20.
4	-	9,799	14,027	24,005,200	1,304	5,037	1,894,600	21.
366	102	586	1,069	1,630,200	164	397	140,500	22.
170	29	787	3,990	3,704,200	197	3,307	601,600	23.
6,785	195	15,237	1,188	20,448,900	2,768	382	848,400	24.
730	15	6,268	487	9,853,700	351	38	140,900	25.
68	-	1,595	139	2,703,800	54	7	46,500	26.
43	-	184	14	277,900	20	3	6,200	27.
156	2	272	12	371,900	107	6	49,000	28.
312	9	658	68	835,100	155	23	45,700	29.
1,084	12	1,767	100	1,959,500	430	48	131,900	30.
4,343	155	4,403	355	4,330,800	1,592	253	417,000	31.

Table 2.--Retail Merchandise Trade, by Kinds of Business--(Cont'd)

Kind of Business	Number of Stores	Sales 1941	Stocks on hand, end of year (at cost)
Other automotive establishments --			
1. Motorcycle dealers	4	394,200	27,800
2. Motorcycle and bicycle dealers	19	631,600	211,200
3. Boats, motorboats, canoes, yachts	5	64,100	6,400
4. Boats (gas, oil, accessories and repairs	18	153,700	24,800
5. Apparel Group	5,068	125,663,300	40,859,900
Men's and boys' clothing and furnishings stores --			
6. Men's clothing or clothing and furnishings stores	742	24,807,600	8,134,400
7. Men's furnishings stores	154	3,274,600	6,056,900
8. Men's hat stores	20	565,900	134,600
9. Custom tailors and made-to-measure clothing	562	8,346,800	3,037,900
10. Family clothing stores	651	25,277,800	8,370,100
Women's apparel and accessories stores -			
11. Women's ready-to-wear stores	1,035	27,403,600	4,768,800
12. Hosiery, lingerie and accessories stores	270	4,779,600	963,200
13. Millinery stores	427	2,776,800	238,400
14. Furriers--fur shops	178	6,494,300	1,757,000
15. Infants' and children's wear stores	75	806,200	242,300
16. Other women's apparel stores	166	679,100	151,000
Shoe stores --			
17. Men's shoe stores	27	598,200	158,600
18. Women's shoe stores	25	736,800	195,800
19. Family shoe stores	736	19,116,000	6,650,900
20. Building Materials Group	2,026	70,020,400	18,621,200
Hardware stores --			
21. Hardware stores	1,095	26,723,500	9,760,400
22. Hardware and farm implements	22	500,100	171,300
Lumber and building material dealers --			
23. Lumber and building materials	281	20,496,100	4,450,300
24. Lumber and building materials, coal and wood	107	12,114,500	1,905,100
25. Other building materials	56	2,381,400	293,200
26. Electrical supply stores	141	2,245,200	590,500
27. Heating and plumbing equipment dealers	115	1,882,400	320,900
28. Paint, glass and wallpaper stores	209	3,677,200	1,129,500
29. Furniture--Household--Radio Group	1,515	52,836,100	12,057,200

Table 2.--Retail Merchandise Trade, by Kinds of Business--(Cont'd)

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages	Male	Female	Salaries and wages	
				$			$	
4	-	11	3	18,500	-	-	-	1.
20	1	63	9	85,400	6	1	2,500	2.
4	1	2	-	1,300	4	1	1,800	3.
21	-	14	1	11,000	49	2	6,900	4.
3,156	1,243	4,607	5,303	10,869,900	2,073	2,879	1,317,100	5.
671	34	1,159	199	1,871,600	683	124	197,500	6.
131	7	154	17	199,600	109	17	33,900	7.
5	1	36	2	67,900	19	3	7,800	8.
511	9	551	196	965,300	192	100	93,300	9.
488	80	827	1,263	2,310,800	251	563	209,900	10.
477	432	312	2,208	2,245,500	101	1,049	332,400	11.
57	158	17	310	240,500	14	205	58,400	12.
90	323	21	328	262,500	20	250	72,200	13.
142	13	322	236	706,200	72	133	86,200	14.
20	58	9	49	52,200	4	52	13,200	15.
88	82	27	96	96,300	18	84	28,400	16.
17	1	48	5	63,900	4	-	1,300	17.
14	2	48	7	79,900	23	11	9,500	18.
445	43	1,076	387	1,707,700	563	288	173,100	19.
1,855	97	5,393	811	8,288,100	1,135	203	465,400	20.
1,067	70	1,711	359	3,189,100	449	134	154,300	21.
23	1	28	7	33,900	7	2	1,500	22.
127	7	1,889	200	2,578,300	357	18	173,000	23.
72	3	939	82	1,329,100	99	9	47,000	24.
52	-	163	22	229,500	71	2	26,200	25.
142	9	169	49	247,800	41	14	14,600	26.
109	1	192	19	271,300	53	4	18,000	27.
163	9	302	73	409,100	58	20	30,800	28.
1,196	103	3,724	1,011	6,202,100	788	276	329,700	29.

Table 2.--Retail Merchandise Trade, by Kinds of Business--(Cont'd)

(x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.)

Kind of Business	Number of Stores	Sales 1941	Stocks on hand, end of year (at cost)
		$	$
Furniture stores --			
1. Furniture stores	368	23,369,600	5,159,500
2. Furniture and undertaker	177	3,718,900	1,095,000
Household appliance or radio dealers --			
3. Household appliance stores	386	10,361,700	2,114,300
4. Household appliance stores with radios	200	9,091,900	1,724,400
Radio and music stores --			
5. Radio specialty stores	106	1,234,700	225,300
6. Radio and music stores	15	1,072,700	172,600
7. Piano and music stores	9	61,700	21,300
Other home furnishings and appliance stores			
8. Antique shops	53	394,200	254,500
9. China, glassware, kitchenware stores	69	1,570,700	683,100
10. Floor coverings, curtains, interior decorations	81	1,598,600	511,100
11. Pictures and picture framing stores	36	206,000	70,800
12. Other home furnishings stores	15	155,400	25,300
13. Restaurant Group	3,663	54,372,500	1,519,300
14. Restaurants, cafeterias and eating places	1,785	36,480,500	919,700
15. Eating places with other merchandise	1,264	15,127,400	516,600
16. Refreshment booths and stands	614	2,764,600	83,000
17. Other Retail Stores	9,362	267,846,300	37,459,100
18. Farm implement dealers	647	7,835,400	939,200
Food stores --			
19. Food stores (flour, feed, grain, seed)	496	17,201,500	1,807,100
20. Farmers' supply stores	105	2,478,300	373,700
21. Grain elevators (retail feed and coal)	2	(x)	(x)
22. Harness shops	98	375,900	180,600
23. Book and stationery stores	214	4,269,600	1,223,300
Coal and wood yards (ice dealers) --			
24. Coal and wood yards (including ice)	1,113	53,832,100	5,984,600
25. Ice dealers	165	1,900,600	160,000
Drug stores --			
26. Drug stores without soda fountain or lunches	1,140	29,278,400	6,908,100
27. Drug stores with soda fountain or lunches	580	19,930,100	3,391,500
28. Florists	356	4,240,400	324,400
29. Gift, novelty and souvenir shops	215	1,681,700	611,700
30. Camera and photographic supply stores	23	1,287,400	190,000
31. Jewellery stores	628	17,018,600	5,731,100

Table 2.--Retail Merchandise Trade, by Kinds of Business--(Cont'd)

(An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.)

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages	Male	Female	Salaries and wages	
				$			$	
282	25	1,387	289	2,342,000	181	39	89,300	1.
188	6	204	41	242,800	131	21	30,300	2.
219	2	1,127	311	1,929,900	247	82	103,300	3.
196	3	569	147	998,700	96	27	42,900	4.
106	-	65	22	92,500	27	9	12,500	5.
7	2	106	36	105,000	33	18	11,300	6.
8	-	1	3	3,200	4	6	2,100	7.
31	24	25	20	58,900	15	14	6,300	8.
42	30	97	85	213,500	15	32	9,000	9.
66	9	102	40	163,200	24	20	17,700	10.
36	1	22	10	30,100	10	6	2,700	11.
15	1	19	7	22,300	5	2	2,300	12.
3,676	587	5,997	7,080	8,791,000	1,315	2,059	752,800	13.
1,993	236	4,437	4,984	6,726,600	514	901	395,900	14.
1,173	234	1,134	1,704	1,806,300	512	798	277,100	15.
510	117	426	392	258,100	289	360	79,800	16.
7,716	799	13,348	4,391	20,199,500	5,966	1,866	2,118,300	17.
676	5	343	26	325,500	260	22	62,300	18.
513	9	803	87	771,500	337	37	94,000	19.
106	1	98	15	100,100	92	6	30,900	20.
(x)	-	(x)	-	(x)	(x)	-	(x)	21.
95	-	23	-	17,100	13	2	4,800	22.
160	44	237	378	526,200	99	140	41,900	23.
1,066	57	3,148	355	3,902,900	1,393	87	529,400	24.
162	7	407	15	460,000	442	6	48,300	25.
929	29	1,869	501	2,507,500	1,084	208	321,900	26.
442	20	1,111	890	1,781,200	917	350	317,100	27.
273	90	346	202	516,500	209	182	71,200	28.
120	90	47	157	100,800	25	153	50,300	29.
18	1	78	39	149,600	8	8	3,300	30.
565	40	889	616	1,910,800	172	222	100,300	31.

Table 2.--Retail Merchandise Trade, by Kinds of Business--(Concl'd)

(An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.)

Kind of Business	Number of Stores	Sales 1941	Stocks on hand, end of year (at cost)
		$	$
1. Luggage and leather goods stores	39	1,011,000	266,700
2. Musical instrument stores (without radios or pianos)	41	429,500	178,000
3. Newsdealers	72	910,800	79,500
4. Newsdealers and smallwares	25	(x)	(x)
Office, store and school furniture, equipment and supplies --			
5. Office, store and school furniture, equipment and supplies	43	2,496,000	359,000
6. Office and store appliance dealers	89	10,995,400	1,636,300
7. Opticians and optometrists	274	2,559,400	298,500
Sporting goods stores --			
8. Bicycle specialty shops	110	1,230,100	260,200
9. Other specialty shops	23	63,300	11,100
10. Sporting goods stores	62	1,459,700	386,500
11. Scientific and medical instruments	10	1,830,500	87,600
12. Tobacco stores and stands	1,909	21,204,400	2,118,600
Liquor stores --			
13. Government liquor stores	130	33,035,500	2,011,600
14. Brewers' warehouses (1)	136	20,197,500	261,600
15. Wine stores	49	2,501,600	291,200
16. Patent medicine, perfumes, extracts, etc.	70	612,300	108,100
17. Miscellaneous kinds of business	498	5,728,900	1,221,200
18. Second-Hand Group	681	4,357,800	998,300
19. Automobile parts and accessories	116	1,014,700	267,300
20. Book stores	41	68,000	28,700
21. Clothing and shoe stores	110	411,000	112,300
22. Furniture stores	251	1,636,000	322,200
23. All other second-hand stores	163	1,228,100	267,800

(1) Includes retail business of brewers' warehouses and brewers' retail stores.

Table 2.--Retail Merchandise Trade, by Kinds of Business--(Concl'd)

(An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.)

Proprietors		Employment and Wage Facts						
		Full-time employees			Part-time employees			
Male	Female	Male	Female	Salaries and wages	Male	Female	Salaries and wages	
				$			$	
33	4	40	35	99,900	27	28	15,300	1.
34	4	21	18	49,200	8	9	3,000	2.
46	4	78	44	78,600	31	5	10,500	3.
(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	4.
35	4	119	50	240,900	13	6	8,900	5.
30	-	1,005	314	2,441,400	11	11	7,700	6.
228	8	141	76	312,800	29	40	19,900	7.
101	5	74	5	74,500	38	9	12,300	8.
13	-	8	1	3,800	-	-	-	9.
55	3	95	21	120,700	21	8	6,400	10.
7	-	21	8	80,500	-	1	300	11.
1,588	259	714	366	937,300	411	256	144,100	12.
-	-	526	3	904,700	158	-	131,800	13.
2	2	508	60	833,600	24	5	12,800	14.
-	-	161	8	249,400	32	9	9,100	15.
46	10	33	7	44,900	5	9	4,000	16.
340	98	397	120	645,700	100	71	52,700	17.
637	55	378	26	367,600	112	28	36,400	18.
123	2	148	4	137,200	29	5	8,800	19.
34	7	2	2	2,300	5	3	700	20.
100	8	14	2	11,200	8	5	3,900	21.
224	26	114	9	106,700	44	8	15,400	22.
156	12	100	9	110,200	26	7	7,600	23.

Table 3. ONTARIO--Retail Merchandise Trade, by Size of Business

(In thousands of dollars)

	Kind of Business	TOTALS		Less than $1,000	
		Number of Stores	Sales	Number of Stores	Sales
			$		$
1.	Total, All Stores	47,055	1,407,577	2,033	2,048
2.	Per cent of total stores and sales	100.0	100.0	4.3	0.1
3.	Food Group	14,019	314,629	731	564
4.	Bakery products stores	293	3,510	16	9
5.	Candy and confectionery stores	2,554	17,202	336	180
6.	Dairy products dealers	563	16,260	17	9
7.	Fruit and vegetable stores	716	11,992	18	10
8.	Grocery stores (without fresh meat)	5,714	88,612	293	200
9.	Combination stores (groceries and meats)	2,484	142,049	11	7
10.	Meat markets (including sea foods)	1,518	32,624	32	145
11.	Other food stores	177	2,380	8	4
12.	Country General Stores	2,350	44,275	35	20
13.	General Merchandise Group	1,252	206,533	20	13
14.	Department stores and mail-order houses or offices	247	151,508	-	-
15.	General merchandise and dry goods stores	523	17,450	16	11
16.	Variety stores	482	37,575	4	2
17.	Automotive Group	7,119	267,044	205	822
18.	Motor vehicle dealers	1,072	158,638	3	(x)
19.	Accessory, tire and battery shops	349	9,330	7	4
20.	Garages	1,025	17,103	20	13
21.	Filling stations	4,627	80,729	174	802
22.	Other automotive establishments	46	1,244	1	(x)
23.	Apparel Group	5,068	125,663	175	99
24.	Men's and boys' clothing and furnishings stores	1,478	36,995	50	28
25.	Family clothing stores	651	25,278	6	4
26.	Women's apparel and accessories stores	2,151	42,939	109	59
27.	Shoe stores	788	20,451	10	8
28.	Building Materials Group	2,026	70,020	61	31
29.	Hardware stores	1,117	27,224	22	11
30.	Lumber and building material dealers	388	32,611	9	4
31.	Other building materials	521	10,186	30	16

Table 3. ONTARIO--Retail Merchandise Trade, by Size of Business

An (x) indicates that figures are withheld to avoid disclosing individual operations.

$1,000-$1,999		$2,000-$4,999		$5,000-$9,999		$10,000-$19,999		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
	$		$		$		$	
2,603	3,859	7,155	23,937	9,050	65,305	10,412	148,595	1.
5.6	0.3	15.2	1.7	19.2	4.6	22.1	10.6	2.
843	1,217	2,239	7,544	2,858	20,683	3,245	45,988	3.
10	13	55	187	79	573	94	1,340	4.
289	398	682	2,285	700	4,948	415	5,625	5.
23	33	74	254	109	778	129	1,797	6.
27	39	105	355	139	972	217	3,120	7.
402	593	1,021	3,409	1,298	9,431	1,357	19,157	8.
40	67	124	480	220	1,696	565	8,266	9.
41	59	151	493	275	2,008	418	5,977	10.
11	15	27	81	38	278	50	706	11.
88	123	289	1,004	491	3,599	726	10,243	12.
32	46	91	316	135	971	204	2,983	13.
2	4	2	8	11	88	19	266	14.
25	36	69	243	83	586	98	1,420	15.
5	7	20	66	41	297	87	1,297	16.
314	459	1,016	3,398	1,351	9,815	1,546	22,202	17.
10	(x)	28	97	44	293	111	1,752	18.
13	19	43	139	53	379	78	1,079	19.
44	62	178	605	276	2,024	252	3,620	20.
243	357	758	2,531	967	7,047	1,096	15,600	21.
4	(x)	9	26	11	71	9	151	22.
286	442	706	2,315	876	6,279	1,121	16,234	23.
89	141	201	643	259	1,796	302	4,366	24.
13	19	62	235	115	858	153	2,216	25.
161	237	361	1,159	391	2,814	462	6,613	26.
23	45	82	278	111	811	204	3,039	27.
96	133	227	770	330	2,388	464	6,799	28.
39	56	103	350	200	1,448	317	4,608	29.
4	6	22	75	38	272	37	649	30.
53	71	102	345	92	668	110	1,542	31.

Table 3. ONTARIO--Retail Merchandise Trade, by Size of Business
(In thousands of dollars)

Kind of Business	$20,000-$29,999		$30,000-$49,999	
	Number of Stores	Sales	Number of Stores	Sales
		$		$
1. Total, All Stores	5,658	137,482	4,947	188,144
2. Per cent of total stores and sales	12.1	9.8	10.5	13.4
3. Food Group	1,672	40,540	1,331	50,508
4. Bakery products stores	29	700	4	(x)
5. Candy and confectionery stores	91	2,105	32	1,093
6. Dairy products dealers	70	1,677	60	2,314
7. Fruit and vegetable stores	112	2,695	65	2,434
8. Grocery stores (without fresh meat)	646	15,486	478	17,952
9. Combination stores (groceries and meats)	432	10,801	461	17,690
10. Meat markets (including sea foods)	266	6,446	216	8,323
11. Other food stores	26	630	15	(x)
12. Country General Stores	322	7,737	239	(x)
13. General Merchandise Group	155	3,837	168	6,451
14. Department stores and mail-order houses or offices	24	610	29	1,149
15. General merchandise and dry goods stores	64	1,601	69	2,626
16. Variety stores	67	1,626	70	2,676
17. Automotive Group	878	21,412	804	30,659
18. Motor vehicle dealers	106	2,646	172	6,738
19. Accessory, tire and battery shops	55	1,356	48	1,825
20. Garages	115	2,772	91	3,402
21. Filling stations	599	14,576	490	18,577
22. Other automotive establishments	3	62	3	114
23. Apparel Group	688	16,888	646	24,467
24. Men's and boys' clothing and furnishings stores	189	4,645	206	7,831
25. Family clothing stores	94	2,349	98	3,625
26. Women's apparel and accessories stores	265	6,420	208	7,875
27. Shoe stores	140	3,474	134	5,135
28. Building Materials Group	264	6,389	244	9,282
29. Hardware stores	171	4,152	146	5,502
30. Lumber and building material dealers	46	1,126	53	2,046
31. Other building materials	47	1,110	45	1,732

Table 3. ONTARIO--Retail Merchandise Trade, by Size of Business--(Cont'd.)

An (x) indicates that figures are withheld to avoid disclosing individual operations.

$50,000-$99,999		$100,000-$199,999		$200,000-$499,999		$500,000 or over		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
	$		$		$		$	
3,165	213,731	1,229	167,229	623	192,049	180	265,199	1.
6.7	15.2	2.6	11.9	1.3	13.6	0.4	18.8	2.
678	45,429	233	31,324	158	52,069	31	18,764	3.
4	(x)	2	(x)					4.
9	568	-	-	-	-	-	-	5.
47	3,346	26	3,497	7	(x)	1	(x)	6.
28	(x)	5	(x)	-	-	-	-	7.
146	9,667	56	7,959	17	4,759	-	-	8.
344	23,402	127	17,086	130	(x)	30	(x)	9.
98	6,250	17	1,961	4	964	-	-	10.
2	(x)	-	-	-	-	-	-	11.
132	(x)	26	3,296	2	(x)	-	-	12.
196	13,939	149	20,659	73	21,543	29	135,775	13.
77	5,308	33	4,684	27	8,695	23	130,696	14.
55	3,765	33	4,329	11	2,835	-	-	15.
64	4,866	83	11,647	35	10,014	6	5,079	16.
562	37,114	228	31,934	151	48,245	64	60,987	17.
213	14,990	178	25,289	143	45,829	64	60,987	18.
40	2,620	10	(x)	2	(x)	-	-	19.
37	2,317	9	1,215	3	1,072	-	-	20.
269	16,966	29	(x)	2	(x)	-	-	21.
3	220	2	(x)	1	(x)	-	-	22.
419	28,286	97	12,752	48	13,828	6	4,074	23.
131	8,903	38	4,966	13	3,677	-	-	24.
66	4,496	19	2,654	20	(x)	5	(x)	25.
158	10,694	26	3,277	9	(x)	1	(x)	26.
64	4,193	14	1,855	6	1,614	-	-	27.
189	13,031	108	14,644	38	10,918	5	5,636	28.
84	5,678	28	(x)	7	(x)	-	-	29.
81	5,725	65	8,808	29	8,966	4	4,932	30.
24	1,628	15	(x)	2	(x)	-	-	31.

Table 3. ONTARIO--Retail Merchandise Trade, by Size of Business--(Cont'd)
(In thousands of dollars)

Kind of Business	TOTALS		Less than $1,000	
	Number of Stores	Sales	Number of Stores	Sales
		$		$
Furniture--Household--Radio Group	1,515	52,836	74	37
2. Furniture stores	545	27,089	8	4
3. Household appliance or radio dealers..	716	21,822	40	19
4. Other home furnishings and appliance stores	254	3,925	26	14
5. Restaurant Group	3,663	54,373	273	188
6. Restaurants, cafeterias and eating places	1,785	36,481	55	53
7. Eating places with other merchandise .	1,264	15,127	68	51
8. Refreshment booths and stands	614	2,765	150	83
9. Other Retail Stores	9,362	267,846	368	228
10. Farm implement dealers	647	7,835	46	33
11. Food stores	603	19,723	28	17
12. Book and stationery stores	214	4,270	12	5
13. Coal and wood yards (ice dealers)	1,278	55,733	47	30
14. Drug stores	1,720	49,208	8	(x)
15. Florists	356	4,240	17	9
16. Jewellery stores	628	17,019	8	5
17. Office, store and school furniture, equipment and supplies	132	13,491	1	(x)
18. Tobacco stores and stands	1,909	21,204	63	50
19. Liquor stores	315	55,735	-	-
20. Miscellaneous kinds of business	1,560	19,388	138	75
21. Second-Hand Group	681	4,358	91	46

Table 3.--ONTARIO--Retail Merchandise Trade, by Size of Business--(Cont'd)

An (x) indicates that figures are withheld to avoid disclosing individual operations.

$1,000-$1,999		$2,000-$4,999		$5,000-$9,999		$10,000-$19,999		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
	$		$		$		$	
79	115	204	722	259	1,836	264	3,757	1.
13	20	49	200	75	536	108	1,588	2.
45	64	102	338	131	943	116	1,631	3.
21	31	53	184	53	357	40	539	4.
224	317	761	2,486	781	5,571	786	11,102	5.
64	86	284	937	319	2,322	432	6,177	6.
60	98	275	931	360	2,581	318	4,437	7.
100	133	202	618	102	668	36	488	8.
520	842	1,418	4,760	1,824	13,179	1,981	28,261	9.
59	90	129	421	165	1,117	145	1,974	10.
28	106	77	249	87	643	117	1,669	11.
8	11	27	88	47	329	58	800	12.
85	120	152	490	142	1,001	190	2,752	13.
12	18	52	194	159	1,198	442	6,710	14.
24	33	84	269	100	755	75	1,036	15.
31	57	110	378	147	1,032	140	2,000	16.
6	9	5	20	7	48	31	446	17.
125	192	371	1,293	566	4,191	531	7,386	18.
-	-	-	-	3	25	4	52	19.
142	206	411	1,358	401	2,840	248	3,436	20.
121	166	204	623	145	984	75	1,025	21.

Table 3. ONTARIO--Retail Merchandise Trade, by Size of Business--(Cont'd.)
(In thousands of dollars)

Kind of Business	$20,000-$29,999		$30,000-$49,999	
	Number of Stores	Sales	Number of Stores	Sales
		$		$
1. Furniture--Household--Radio Group	167	4,017	185	7,220
2. Furniture stores	65	1,546	83	3,167
3. Household appliance or radio dealers	71	1,726	85	3,426
4. Other home furnishings and appliance stores	31	746	17	627
5. Restaurant Group	381	9,140	278	10,488
6. Restaurants, cafeterias and eating places	272	6,559	215	8,112
7. Eating places with other merchandise	96	2,291	56	2,132
8. Refreshment booths and stands	13	290	7	244
9. Other Retail Stores	1,105	26,923	1,035	39,455
10. Farm implement dealers	51	1,207	34	1,265
11. Food stores	65	1,535	85	3,315
12. Book and stationery stores	23	544	20	764
13. Coal and wood yards (ice dealers)	174	4,217	188	7,330
14. Drug stores	418	10,493	413	15,488
15. Florists	23	559	22	836
16. Jewellery stores	76	1,830	55	2,073
17. Office, store and school furniture, equipment and supplies	6	149	24	933
18. Tobacco stores and stands	156	3,703	68	2,555
19. Liquor stores	12	307	51	2,050
20. Miscellaneous kinds of business	101	2,379	75	2,847
21. Second-Hand Group	26	599	17	(x)

Table 3. ONTARIO--Retail Merchandise Trade, by Size of Business (Concl'd)

An (x) indi.. tes that figures are withheld to avoid disclosing individual operations.

$50,000-$99,999		$100,000-$199,999		$200,000-$499,999		$500,000- or over		
Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	
	$		$		$		$	
173	12,108	76	10,193	28	7,323	6	5,008	1.
83	5,937	40	5,385	17	(x)	4	(x)	2.
82	5,656	33	(x)	9	(x)	2	(x)	3.
8	513	3	(x)	2	(x)	-		4.
14	9,250	34	(x)	4	(x)			5.
112	7,455	29	(x)	3	(x)	-	-	6.
25	1,554	5	(x)	1	(x)	-	-	7.
4	241	-	-	-	-		-	8.
674	45,641	277	37,684	121	35,916	39	34,958	9.
11	730	7	999	-	-	-	-	10.
71	4,745	37	5,034	8	2,412	-	-	11.
13	878	6	849	-	-	-	-	12.
185	13,052	84	11,308	20	5,560	11	9,852	13.
197	12,653	18	2,158	1	(x)		-	14.
11	744	-	-	-	-	-	-	15.
37	2,595	16	2,125	5	1,655	3	3,269	16.
15	1,072	20	2,698	9	(x)	8	(x)	17.
25	1,509	4	325	-	-		-	18.
78	5,512	76	10,940	76	23,100	15	13,749	19.
31	2,151	9	1,247	2	(x)	2	(x)	20.
1	(x)	1	(x)	-	-	-		21.

Table 4. ONTARIO--Retail Merchandise Trade, Classified by Number of Employees

	Stores		Sales		All Employees		
					TOTAL		Male
	Number	Per Cent	Amount	Per Cent	Number	Per Cent	Number
			$				
1. Total, All Stores	47,055	100.0	1,407,576,700	100.0	165,842	100.0	99,659
Stores reporting --							
2. No employees ..	15,976	33.9	93,023,400	6.6	-	-	-
3. 1 employee	9,620	20.4	111,189,500	7.9	9,620	5.8	6,875
4. 2 employees	6,530	13.9	128,217,600	9.2	13,060	7.9	8,930
5. 3 employees	4,273	9.1	121,577,100	8.6	12,809	7.7	8,464
6. 4 employees	2,744	5.8	92,974,800	6.6	11,006	6.6	7,359
7. 5-9 employees	5,172	11.0	264,676,400	18.8	33,183	20.0	21,659
8. 10-19 employees	1,771	3.8	180,104,200	12.8	22,492	13.6	14,752
9. 20-49 employees	791	1.7	194,046,400	13.8	22,997	13.9	13,980
10. 50-99 employees	126	0.3	62,472,800	4.4	7,989	4.8	4,346
11. 100 employees or over	52	0.1	159,294,500	11.3	32,686	19.7	13,294
Food Group --							
12. Total, All Stores	14,019	100.0	314,628,700	100.0	31,497	100.0	22,054
Stores reporting --							
13. No employees ..	5,663	40.4	32,756,100	10.4	-	-	-
14. 1 employee	2,730	19.5	31,101,000	9.9	2,730	8.7	1,950
15. 2 employees	1,900	13.5	35,292,900	11.2	3,800	12.1	2,585
16. 3 employees	1,181	8.4	29,195,100	9.3	3,543	11.2	2,404
17. 4 employees	750	5.3	24,001,500	7.6	3,030	9.6	2,073
18. 5-9 employees	1,241	8.9	57,911,800	18.4	8,036	25.5	5,126
19. 10-19 employees	373	2.7	42,282,300	13.5	4,656	14.8	3,454
20. 20-49 employees	168	1.2	55,991,600	17.8	4,977	15.8	3,883
21. 50-99 employees	13	0.1	6,096,400	1.9	725	2.3	579
22. 100 employees or over	-	-	-	-	-	-	-
Country General Stores --							
23. Total, All Stores	2,350	100.0	44,274,600	100.0	3,337	100.0	1,927
Stores reporting --							
24. No employees ..	1,037	44.1	9,158,300	20.7	-	-	-
25. 1 employee	570	24.3	8,294,000	18.7	570	17.1	289
26. 2 employees	323	13.7	7,303,800	16.5	646	19.4	360
27. 3 employees	164	7.0	5,109,000	11.5	482	14.4	285
28. 4 employees	96	4.1	3,685,400	8.3	384	11.5	221
29. 5-9 employees	127	5.4	7,707,000	17.4	807	24.2	475
30. 10-19 employees	29	1.2	2,689,800	6.1	331	9.9	194
31. 20-49 employees	4	0.2	327,300	0.8	117	3.5	103
32. 50-99 employees	-	-	-	-	-	-	-
33. 100 employees or over	-	-	-	-	-	-	-

Table 4.--ONTARIO--Retail Merchandise Trade, Classified by Number of Employees

All Employees--(Cont'd)			Full-time Employees (Included in Totals)						
Female	Salaries and Wages		TOTAL		Male	Female	Salaries and Wages		
Number	Amount	Per Cent	Number	Per Cent	Number	Number	Amount	Per Cent	
	$						$		
66,183	136,841,300	100.0	121,042	100.0	75,330	45,712	125,583,500	100.0	1.
-	-	-	-	-	-	-	-	-	2.
2,745	7,808,000	5.7	6,332	5.2	4,872	1,460	6,885,200	5.5	3.
4,130	8,151,000	6.0	8,463	7.1	6,066	2,397	6,956,000	5.6	4.
4,345	9,681,200	7.1	8,569	7.2	5,720	2,849	8,612,400	6.9	5.
3,647	7,605,100	5.6	7,435	6.1	5,088	2,347	6,760,400	5.4	6.
11,524	24,886,800	18.2	23,096	19.0	15,585	7,511	22,632,200	18.0	7.
7,740	20,023,500	14.6	17,384	14.3	11,577	5,807	18,773,800	14.9	8.
9,017	21,419,500	15.6	17,036	14.1	10,687	6,349	20,067,300	16.0	9.
3,643	8,352,700	6.1	6,388	5.3	3,738	2,650	7,982,000	6.3	10.
19,392	28,913,500	21.1	26,339	21.7	11,997	14,342	26,914,200	21.4	11.
9,443	19,856,300	100.0	19,922	100.0	14,047	5,875	17,307,000	100.0	12.
-	-	-	-	-	-	-	-	-	13.
78	1,430,500	7.2	1,704	8.6	1,282	422	1,161,100	6.7	14.
1,215	1,977,300	10.0	2,316	11.6	1,620	696	1,587,000	9.2	15.
1,139	1,948,100	9.8	2,232	11.2	1,515	717	1,675,700	9.7	16.
957	1,729,600	8.7	1,954	9.8	1,372	582	1,498,300	8.7	17.
2,910	4,701,100	23.7	4,991	25.1	3,403	1,588	4,161,100	24.0	18.
1,202	3,559,600	17.9	3,224	16.2	2,359	865	3,255,500	18.8	19.
1,094	3,902,500	19.7	2,998	15.0	2,115	883	3,411,000	19.7	20.
146	607,600	3.0	503	2.5	381	122	557,300	3.2	21.
-	-	-	-	-	-	-	-	-	22.
1,410	1,862,500	100.0	2,568	100.0	1,427	941	1,658,800	100.0	23.
-	-	-	-	-	-	-	-	-	24.
281	294,800	15.8	392	15.3	226	166	250,500	15.1	25.
286	321,900	17.3	431	16.8	258	173	276,800	16.7	26.
197	252,200	13.5	520	20.2	185	135	215,600	13.0	27.
163	206,900	11.1	255	9.9	153	102	181,800	11.0	28.
332	494,000	26.5	613	23.9	358	255	458,700	27.6	29.
137	235,700	12.7	246	9.6	147	99	219,600	13.2	30.
14	57,000	3.1	111	4.3	100	11	55,800	3.4	31.
-	-	-	-	-	-	-	-	-	32.
-	-	-	-	-	-	-	-	-	33.

Table 4. ONTARIO--Retail Merchandise Trade, Classified by Number of Employees -- (Cont'd)

	Stores		Sales		All Employees		
					TOTAL		Male
	Number	Per Cent	Amount	Per Cent	Number	Per Cent	Number
General Merchandise Group --			$				
1. Total, All Stores	1,252	100.0	206,533,300	100.0	40,664	100.0	12,837
Stores reporting --							
2. No employees ..	170	13.6	869,100	0.4	-	-	-
3. 1 employee	151	12.1	1,540,300	0.8	151	0.4	50
4. 2 employees	109	8.7	2,152,200	1.0	218	0.5	60
5. 3 employees	187	14.9	9,805,500	4.7	561	1.4	64
6. 4 employees	66	5.3	2,017,800	1.0	264	0.6	43
7. 5-9 employees	223	17.8	9,111,800	4.4	1,492	3.7	329
8. 10-19 employees	122	9.7	8,531,900	4.1	1,611	4.0	387
9. 20-49 employees	162	12.9	25,748,400	12.5	5,024	12.4	788
10. 50-99 employees	35	2.8	13,172,400	6.4	2,261	5.5	460
11. 100 employees or over	27	2.2	133,583,900	64.7	29,082	71.5	10,656
Automotive Group --							
12. Total, All Stores	7,119	100.0	267,043,700	100.0	19,575	100.0	18,005
Stores reporting --							
13. No employees ..	2,372	33.3	16,093,900	6.0	-	-	-
14. 1 employee	1,673	23.5	22,288,400	8.3	1,673	8.5	1,589
15. 2 employees	1,109	15.6	26,879,300	10.1	2,218	11.3	2,007
16. 3 employees	627	8.8	21,909,300	8.2	1,881	9.6	1,734
17. 4 employees	349	4.9	15,285,300	5.7	1,396	7.1	1,252
18. 5-9 employees	619	8.7	41,142,300	15.4	3,848	19.7	3,502
19. 10-19 employees	214	3.0	32,757,500	12.3	2,690	13.7	2,485
20. 20-49 employees	129	1.8	57,044,100	21.4	3,832	19.6	3,548
21. 50-99 employees	22	0.3	25,177,700	9.4	1,476	7.6	1,373
22. 100 employees or over	5	0.1	8,465,900	3.2	561	2.9	515
Apparel Group --							
23. Total, All Stores	5,068	100.0	125,663,300	100.0	14,862	100.0	6,680
Stores reporting --							
24. No employees .	1,404	27.7	7,526,500	6.0	-	-	-
25. 1 employee	1,007	19.9	11,572,200	9.2	1,007	6.8	456
26. 2 employees	780	15.4	14,006,200	11.2	1,560	10.5	698
27. 3 employees	559	11.0	13,707,800	10.9	1,677	11.3	710
28. 4 employees	393	7.8	12,580,800	10.0	1,572	10.6	732
29. 5-9 employees	682	13.4	31,172,900	24.8	4,242	28.5	1,980
30. 10-19 employees	176	3.5	16,684,300	13.3	2,271	15.3	1,023
31. 20-49 employees	53	1.0	12,068,000	9.6	1,593	10.7	774
32. 50-99 employees	13	0.3	5,179,700	4.1	696	4.7	265
33. 100 employees or over	1	-	1,164,900	0.9	244	1.6	42

Table 4. ONTARIO--Retail Merchandise Trade, Classified by Number of Employees--(Cont'd)

All Employees--(Cont'd)			Full-time Employees (Included in Totals)						
Female	Salaries and Wages		TOTAL		Male	Female	Salaries and Wages		
Number	Amount	Per Cent	Number	Per Cent	Number	Number	Amount	Per Cent	
	$						$		
27,827	31,976,300	100.0	30,258	100.0	11,172	19,086	29,339,600	100.0	1.
-	-	-	-	-	-	-	-	-	2.
101	85,400	0.3	101	0.3	39	62	71,000	0.2	3.
158	119,800	0.4	136	0.5	46	90	102,200	0.3	4.
497	355,500	1.1	477	1.6	46	431	338,900	1.2	5.
221	141,100	0.4	159	0.5	31	128	125,200	0.4	6.
1,163	790,400	2.5	847	2.8	232	615	689,000	2.3	7.
1,224	987,400	3.1	976	3.2	289	687	876,500	3.0	8.
4,236	3,144,400	9.8	3,140	10.4	677	2,463	2,810,600	9.6	9.
1,801	1,745,900	5.4	1,545	5.1	385	1,160	1,601,900	5.5	10.
18,426	24,606,400	77.0	22,877	75.6	9,427	13,450	22,724,300	77.5	11.
1,570	21,297,300	100.0	16,425	100.0	15,237	1,188	20,448,900	100.0	12.
-	-	-	-	-	-	-	-	-	13.
84	1,139,200	5.3	1,231	7.5	1,191	40	1,004,000	4.9	14.
211	1,656,400	7.8	1,638	10.0	1,527	111	1,502,700	7.3	15.
147	1,512,400	7.1	1,361	8.3	1,287	74	1,365,500	6.7	16.
144	1,143,700	5.4	1,052	6.4	956	96	1,051,900	5.1	17.
346	3,469,000	16.3	3,122	19.0	2,857	265	3,295,100	16.1	18.
205	3,032,400	14.2	2,359	14.4	2,171	188	2,955,300	14.5	19.
284	5,709,100	26.8	3,633	22.1	3,368	265	5,644,400	27.6	20.
103	2,676,300	12.6	1,468	8.9	1,365	103	2,671,200	13.1	21.
46	958,800	4.5	561	3.4	515	46	958,800	4.7	22.
8,182	14,298,000	100.0	9,910	100.0	4,607	5,303	12,980,900	100.0	23.
-	-	-	-	-	-	-	-	-	24.
551	1,575,300	11.0	584	5.9	304	280	1,456,600	11.2	25.
862	1,027,500	7.2	985	9.9	482	503	876,400	6.8	26.
967	2,289,400	16.0	1,035	10.4	468	567	2,117,000	16.3	27.
840	1,263,800	8.9	1,038	10.5	513	525	1,130,600	8.7	28.
2,262	3,242,300	22.7	2,666	26.9	1,247	1,419	2,843,500	21.9	29.
1,248	2,259,900	15.8	1,667	16.8	760	907	2,088,100	16.1	30.
819	1,669,500	11.7	1,197	12.1	592	605	1,573,500	12.1	31.
431	771,200	5.4	561	5.7	204	357	724,500	5.6	32.
202	199,100	1.3	177	1.8	37	140	170,700	1.3	33.

Table 4. ONTARIO--Retail Merchandise Trade, Classified by Number of Employees --
(Cont'd)

	Stores		Sales		All Employees		
					TOTAL		Male
	Number	Per Cent	Amount	Per Cent	Number	Per Cent	Number
Building Materials Group --			$				
1. Total, All Stores	2,026	100.0	70,020,400	100.0	7,542	100.0	6,528
Stores reporting --							
2. No employees ..	507	25.0	3,173,500	4.5	-	-	-
3. 1 employee	442	21.8	5,399,500	7.7	442	5.9	388
4. 2 employees	306	15.1	5,856,400	8.4	612	8.1	525
5. 3 employees	222	11.0	5,844,000	8.3	666	8.8	565
6. 4 employees	121	6.0	4,528,000	6.5	484	6.4	391
7. 5-9 employees	247	12.2	14,658,900	20.9	1,575	20.9	1,338
8. 10-19 employees	135	6.7	15,873,500	22.7	1,668	22.1	1,447
9. 20-49 employees	37	1.8	8,206,200	11.7	1,021	13.5	920
10. 50-99 employees	4	0.2	1,418,600	2.1	307	4.1	294
11. 100 employees or over	5	0.2	5,061,800	7.2	767	10.2	660
Furniture--Household--Radio Group --							
12. Total, All Stores	1,515	100.0	52,836,100	100.0	5,799	100.0	4,512
Stores reporting --							
13. No employees ..	395	26.1	2,145,300	4.1	-	-	-
14. 1 employee	323	21.3	3,618,300	6.8	323	5.5	261
15. 2 employees	179	11.8	3,707,200	7.0	356	6.1	259
16. 3 employees	147	9.7	4,290,800	8.1	441	7.6	321
17. 4 employees	104	6.9	3,902,800	7.4	416	7.2	325
18. 5-9 employees	222	14.6	12,566,300	23.8	1,471	25.4	1,123
19. 10-19 employees	104	6.9	10,189,900	19.3	1,283	22.1	1,021
20. 20-49 employees	34	2.2	7,813,900	14.8	854	14.7	652
21. 50-99 employees	6	0.4	2,380,000	4.5	405	7.0	331
22. 100 employees or over	1	0.1	2,221,600	4.2	248	4.3	219
Restaurant Group --							
23. Total, All Stores	3,663	100.0	54,372,500	100.0	16,451	100.0	7,312
Stores reporting --							
24. No employees ..	998	27.3	3,519,400	6.5	-	-	-
25. 1 employee	602	16.4	3,972,200	7.3	602	3.7	356
26. 2 employees	428	11.7	4,117,500	7.6	856	5.2	388
27. 3 employees	310	8.5	3,421,600	6.3	930	5.7	392
28. 4 employees	265	7.2	3,823,200	7.0	1,060	6.4	496
29. 5-9 employees	620	16.9	12,994,300	23.9	4,124	25.1	1,856
30. 10-19 employees	304	8.3	11,122,700	20.5	3,916	23.8	1,788
31. 20-49 employees	108	3.0	7,749,900	14.2	2,909	17.7	1,238
32. 50-99 employees	23	0.6	3,035,500	5.6	1,470	8.9	547
33. 100 employees or over	5	0.1	616,200	1.1	584	3.5	251

Table 4. ONTARIO Retail Merchandise Trade, Classified by Number of Employees--(Cont'd)

All employees--(Cont'd)			Full-time Employees (Included in Totals)						
emale	Salaries and Wages		TOTAL		Male	Female	Salaries and Wages		
umber	Amount	Per Cent	Number	Per Cent	Number	Number	Amount	Per Cent	
	$						$		
1,014	8,753,500	100.0	6,204	100.0	5,393	811	8,288,100	100.0	1.
-	-	-	-	-	-	-	-	-	2.
54	1,318,900	15.1	322	5.2	288	34	1,283,500	15.5	3.
87	451,500	5.2	435	7.0	377	58	407,600	4.9	4.
101	536,800	6.1	484	7.8	418	66	476,200	5.7	5.
93	416,800	4.8	376	6.0	310	66	389,800	4.7	6.
237	1,563,900	17.8	1,259	20.3	1,068	191	1,463,100	17.6	7.
221	1,996,900	22.8	1,419	22.9	1,233	186	1,900,200	22.9	8.
101	1,209,300	13.8	905	14.6	812	93	1,165,700	14.1	9.
13	266,300	3.0	246	4.0	235	11	211,400	2.6	10.
107	993,100	11.3	758	12.2	652	106	990,600	12.0	11.
1,287	6,531,800	100.0	4,735	100.0	3,724	1,011	6,202,100	100.0	12.
-	-	-	-	-	-	-	-	-	13.
62	259,800	4.0	213	4.5	188	25	227,800	3.7	14.
99	247,700	3.8	216	4.6	164	52	207,400	3.3	15.
120	365,200	5.6	304	6.4	225	79	320,100	5.2	16.
91	375,900	5.8	298	6.3	238	60	341,600	5.5	17.
348	1,602,000	24.5	1,226	25.9	935	291	1,521,000	24.5	18.
262	1,698,900	26.0	1,178	24.9	935	243	1,670,400	26.9	19.
202	1,199,100	18.3	765	16.1	589	176	1,177,800	19.0	20.
74	465,800	7.1	306	6.5	248	58	445,300	7.2	21.
29	317,400	4.9	229	4.8	202	27	290,700	4.7	22.
9,139	9,543,800	100.0	13,077	100.0	5,997	7,080	8,791,000	100.0	23.
-	-	-	-	-	-	-	-	-	24.
246	381,800	4.0	456	3.5	311	145	342,400	3.9	25.
468	434,600	4.6	585	4.5	295	290	367,900	4.2	26.
538	451,300	4.7	644	4.9	270	374	393,100	4.5	27.
564	525,800	5.5	800	6.1	372	428	488,600	5.3	28.
2,268	2,297,400	24.1	3,103	23.7	1,415	1,688	2,088,300	23.7	29.
2,128	2,398,100	25.1	3,281	25.1	1,534	1,747	2,241,400	25.5	30.
1,671	2,044,900	21.4	2,481	19.0	1,097	1,384	1,921,900	21.9	31.
923	859,100	9.0	1,152	8.8	455	697	820,300	9.3	32
3[illegible]	150,800	1.6	575	4.4	248	327	147,100	1.7	33

Table 4. ONTARIO--Retail Merchandise Trade, Classified by Number of Employees--(Concl'd)

	Stores		Sales		All Employees		
					TOTAL		Male
	Number	Per Cent	Amount	Per Cent	Number	Per Cent	Number
Other Retail Stores --			$				
1. Total, All Stores	9,362	100.0	267,846,300	100.0	25,571	100.0	19,314
Stores reporting --							
2. No employees ..	3,016	32.2	16,660,300	6.2	-	-	-
3. 1 employee	1,967	21.0	22,319,900	8.3	1,967	7.7	1,394
4. 2 employees	1,343	14.3	28,236,900	10.6	2,686	10.5	1,959
5. 3 employees	853	9.1	27,867,600	10.4	2,559	10.0	1,928
6. 4 employees	584	6.3	22,671,900	8.5	2,336	9.1	1,765
7. 5-9 employees	1,174	12.5	76,925,100	28.7	7,486	29.3	5,838
8. 10-19 employees	313	3.4	39,926,400	14.9	4,056	15.9	2,943
9. 20-49 employees	94	1.0	19,045,500	7.1	2,632	10.3	2,039
10. 50-99 employees	10	0.1	6,012,500	2.2	649	2.5	497
11. 100 employees or over	8	0.1	8,180,200	3.1	1,200	4.7	951
Second-Hand Group --							
12. Total, All Stores	681	100.0	4,357,800	100.0	544	100.0	490
Stores reporting --							
13. No employees ..	414	60.8	1,121,000	25.7	-	-	-
14. 1 employee	155	22.8	1,083,700	24.9	155	28.5	142
15. 2 employees	53	7.8	665,200	15.3	106	19.5	89
16. 3 employees	23	3.3	426,400	9.8	69	12.7	61
17. 4 employees	16	2.3	478,100	11.0	64	11.8	61
18. 5-9 employees	17	2.5	486,000	11.1	102	18.7	92
19. 10-19 employees	1	0.2	45,900	1.0	10	1.8	10
20. 20-49 employees	2	0.3	51,500	1.2	38	7.0	35
21. 50-99 employees	-	-	-	-	-	-	-
22. 100 employees	-	-	-	-	-	-	-

Table 4. ONTARIO--Retail Merchandise Trade, Classified by Number of Employees -- (Concl'd)

All Employees--(Cont'd)					Full-time Employees (Included in Totals)				
Female	Salaries and Wages		TOTAL		Male	Female	Salaries and Wages		
Number	Amount	Per Cent	Number	Per Cent	Number	Number	Amount	Per Cent	
	$						$		
6,257	22,317,800	100.0	17,839	100.0	13,348	4,391	20,199,500	100.0	1.
-	-	-	-	-	-	-	-	-	2.
573	1,222,900	5.5	1,218	6.8	938	280	1,000,000	5.0	3.
727	1,840,700	8.2	1,762	9.9	1,241	421	1,569,700	7.8	4.
631	1,909,400	8.6	1,651	9.3	1,251	400	1,651,900	8.2	5.
571	1,746,000	7.8	1,451	8.1	1,093	358	1,521,600	7.5	6.
1,648	6,634,100	29.7	5,181	29.0	3,990	1,191	6,022,300	29.8	7.
1,113	3,844,600	17.2	3,024	17.0	2,139	885	3,556,800	17.6	8.
593	2,471,700	11.1	1,783	10.0	1,315	468	2,295,100	11.3	9.
152	960,500	4.3	607	3.4	465	142	950,100	4.7	10.
249	1,687,900	7.6	1,162	6.5	916	246	1,632,000	8.1	11.
54	404,000	100.0	404	100.0	378	26	367,600	100.0	12.
-	-	-	-	-	-	-	-	-	13.
13	99,400	24.6	111	27.5	105	6	88,300	24.0	14.
17	73,600	18.2	59	14.6	56	3	58,300	15.9	15.
8	60,900	15.1	61	15.1	55	6	58,400	15.9	16.
3	55,500	13.7	52	12.9	50	2	51,000	13.9	17.
10	92,600	22.9	88	21.8	80	8	90,100	24.5	18.
-	10,000	2.5	10	2.4	10	-	10,000	2.7	19.
3	12,000	3.0	23	5.7	22	1	11,500	3.1	20.
-	-	-	-	-	-	-	-	-	21.
--	-	-	-	-	-	-	-	-	22.

Table 5.--Retail Merchandise Trade, 1941; Credit Sales, Instalment Sales and Accounts Outstanding

Kind of Business	All Stores		Stores not reporting proportion of cash and credit sales	
	Number of Stores	Sales	Number of Stores	Sales
		$		$
1. Total, All Stores	47,055	1,407,576,700	10,155	154,737,600
2. Food Group	14,019	314,628,700	2,462	24,085,700
3. Bakery products stores	293	3,509,900	61	350,600
4. Candy and confectionery stores	2,554	17,201,800	648	2,756,200
5. Dairy products dealers	563	16,259,700	145	2,038,000
6. Fruit and vegetable stores	716	11,992,100	132	1,107,500
7. Grocery stores (without fresh meat)	5,714	88,611,500	886	8,302,600
8. Combination stores (groceries and meats)	2,484	142,049,400	297	6,369,500
9. Meat markets (including sea foods)	1,518	32,624,400	243	2,814,900
10. Other food stores	177	2,379,900	50	346,400
11. Country General Stores	2,350	44,274,600	498	8,305,500
12. General Merchandise Group	1,252	206,533,300	346	16,325,400
13. Department stores and mail-order houses or offices	247	151,508,300	193	12,772,800
14. General merchandise and dry goods stores	523	17,450,200	124	2,904,800
15. Variety stores	482	37,574,800	29	647,800
16. Automotive Group	7,119	267,043,700	1,845	31,185,500
17. Motor vehicle dealers	1,072	158,837,600	187	11,864,000
18. Accessory, tire and battery shops	349	9,330,400	80	1,153,800
19. Garages	1,025	17,103,200	265	2,931,900
20. Filling stations	4,627	80,728,900	1,294	14,818,600
21. Other automotive establishments	46	1,243,600	19	417,200
22. Apparel Group	5,068	125,663,300	965	13,149,600
23. Men's and boys' clothing and furnishings stores	1,478	36,994,900	318	4,122,100
24. Family clothing stores	651	25,277,800	108	2,754,100
25. Women's apparel and accessories stores	2,151	42,939,600	420	4,456,900
26. Shoe stores	788	20,451,000	119	1,816,500
27. Building Materials Group	2,026	70,020,400	448	10,651,900
28. Hardware stores	1,117	27,223,600	215	3,829,900
29. Lumber and building material dealers	388	32,610,600	84	5,171,800
30. Other building materials	521	10,186,200	149	650,200

Table 5.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales and Accounts Outstanding

Stores reporting all cash or proportion of cash and credit sales				Instalment (1) sales reported	Customers' Accounts Outstanding	
Number of Stores	Sales	Credit Sales				
		Amount	Per cent			
	$	$		$	$	
36,900	1,252,839,100	335,587,800	26.8	149,014,700	161,132,800	1.
11,557	290,543,000	64,807,100	22.3	5,254,100	19,741,300	2.
232	3,159,300	223,500	7.1	-	39,200	3.
1,906	14,445,600	821,300	5.7	1,300	126,300	4.
418	14,221,700	5,313,500	37.4	8,000	820,600	5.
584	10,884,600	1,333,600	12.3	1,100	5,147,200	6.
4,828	80,308,900	22,032,600	27.4	127,400	9,146,600	7.
2,187	135,679,900	28,712,100	21.2	2,065,800	3,478,300	8.
1,275	29,809,500	6,198,000	20.8	3,002,900	914,500	9.
127	2,033,500	172,500	8.5	47,600	68,600	10.
1,852	35,969,100	9,435,200	26.2	443,400	13,577,600	11.
906	190,207,900	37,215,400	19.6	20,301,600	14,389,800	12.
54	138,735,500	33,452,000	24.1	19,595,200	13,354,300	13.
399	14,545,400	3,694,700	25.4	693,800	993,500	14.
453	36,927,000	68,700	0.2	10,600	42,200	15.
5,474	235,858,200	91,446,200	38.8	60,567,700	13,552,500	16.
885	146,773,600	74,660,800	50.9	57,252,200	9,642,800	17.
269	8,176,600	3,288,400	40.2	758,700	715,700	18.
760	14,171,300	4,088,900	28.9	1,376,300	1,247,100	19.
3,333	65,910,300	8,895,900	13.5	941,000	1,774,600	20.
27	826,400	512,200	62.0	239,500	172,300	21.
4,103	112,513,700	19,276,900	17.1	14,761,800	21,848,800	22.
1,160	32,872,800	5,343,900	16.3	4,897,800	4,788,600	23.
543	22,523,700	5,228,600	23.2	2,628,900	7,114,400	24.
1,371	38,482,700	7,998,100	20.8	5,183,500	8,645,600	25.
669	18,634,500	706,300	[illegible]	206,400	1,300,200	26.
1,578	59,368,500	32,103,100	54.1	6,339,600	16,463,000	27.
902	23,393,700	8,085,100	34.7	1,429,800	7,986,100	28.
304	27,438,800	19,566,700	71.3	1,358,300	6,896,300	29.
372	8,536,000	4,451,300	52.1	3,551,500	1,580,600	30.

(1) Included in credit sales.

Table 5.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales and Accounts Outstanding
(Concl'd)

Kind of Business	All Stores		Stores not reporting proportion of cash and credit sales	
	Number of Stores	Sales	Number of Stores	Sales
		$		$
1. Furniture--Household--Radio Group	1,515	52,836,100	319	4,507,000
2. Furniture stores	545	27,088,500	96	1,586,900
3. Household appliance or radio dealers	716	21,822,700	144	1,956,700
4. Other home furnishings and appliance stores	254	3,924,900	79	963,400
5. Restaurant Group	3,663	54,372,500	975	7,071,800
6. Restaurants, cafeterias and eating places	1,785	36,480,500	475	4,553,200
7. Eating places with other merchandise	1,264	15,127,400	236	1,451,700
8. Refreshment booths and stands	614	2,764,600	264	1,066,900
9. Other Retail Stores	9,362	267,846,300	2,079	38,325,100
10. Farm implement dealers	647	7,835,400	240	2,015,600
11. Food stores	603	19,723,200	204	4,319,600
12. Book and stationery stores	214	4,269,600	54	802,000
13. Coal and wood yards (ice dealers)	1,278	55,732,700	326	9,593,300
14. Drug stores	1,720	49,208,500	109	2,401,100
15. Florists	356	4,240,400	94	951,800
16. Jewellery stores	628	17,018,600	106	1,382,700
17. Office, store and school furniture, equipment and supplies	132	13,491,400	66	7,784,900
18. Tobacco stores and stands	1,909	21,204,400	407	3,071,700
19. Liquor stores	315	55,734,600	2	223,300
20. Miscellaneous kinds of business	1,560	19,387,500	471	5,779,100
21. Second-Hand Group	681	4,357,800	218	1,130,100

Table 5.--Retail Merchandise Trade, 1941, Credit Sales, Instalment Sales and Accounts Outstanding
(Concl'd.)

Stores reporting all cash or proportion of cash and credit sales				Instalment[1] sales reported	Customers' Accounts Outstanding	
Number of Stores	Sales	Credit Sales				
		Amount	Per cent			
	$	$		$	$	
1,196	48,329,100	32,161,100	66.5	28,404,300	15,531,300	1.
449	25,501,600	18,032,200	70.7	15,859,300	7,129,100	2.
572	19,866,000	13,362,600	67.3	12,148,500	8,091,300	3.
175	2,961,500	766,300	25.9	396,500	310,900	4.
2,688	47,300,700	714,700	1.5	300	171,700	5.
1,310	31,927,300	292,200	0.9	-	84,700	6.
1,028	13,675,700	362,300	2.6	300	76,100	7.
350	1,697,700	60,200	3.5	-	10,900	8.
7,283	229,521,200	47,967,800	20.9	12,657,300	45,669,300	9.
407	5,819,800	2,428,400	41.7	2,274,800	666,500	10.
399	15,403,600	4,463,800	29.0	407,800	1,794,600	11.
160	3,467,600	790,800	22.8	351,300	587,200	12.
952	46,139,400	20,856,200	45.2	3,531,100	6,529,900	13.
1,611	46,807,400	3,695,400	7.9	1,700	19,833,500	14.
262	3,288,600	1,063,400	32.3	56,900	286,000	15.
522	15,635,900	6,199,500	39.6	4,453,200	2,073,600	16.
66	5,706,500	4,419,100	77.4	520,300	2,608,600	17.
1,502	18,132,700	626,300	3.5	7,700	10,100,200	18.
313	55,511,300	52,900	0.1	-	44,900	19.
1,089	13,608,400	3,372,000	24.8	1,052,500	1,144,300	20.
463	3,227,700	460,300	14.3	277,800	187,500	21.

(1) Included in credit sales.

Table 6.—Retail Merchandise Trade, by Types of Operation, 1930 and 1941

Type of Operation	Number of Stores		Sales		Per cent of Sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
			$	$			$
Total, All Stores	43,045	47,055	1,099,990,200	1,407,576,700	100.0	100.0	213,163,000
Independents	38,506	43,506	869,192,500	1,109,918,100	79.0	78.8	185,529,800
Single store independents	34,983	38,891	746,334,500	937,458,100	67.7	66.6	155,857,100
Single stores (in voluntary chains)	1,689	2,032	40,028,200	56,768,300	3.6	4.0	10,943,900
Two-store multiples	1,305	1,907	57,203,000	84,802,500	5.2	6.0	13,791,800
Two-store multiples (in voluntary chains)	47	162	1,500,400	5,107,400	0.1	0.4	964,400
Three-store multiples	472	466	23,808,800	23,972,900	2.1	1.7	3,584,600
Three-store multiples (in voluntary chains)	10	48	317,600	1,808,900	0.3	0.1	368,000
Chains	3,269	3,385	223,361,600	295,444,000	20.3	21.0	27,348,000
Local chains	463	465	29,512,600	22,455,500	2.7	1.6	2,467,800
Provincial chains	1,081	1,435	91,829,100	143,900,200	8.4	10.2	11,505,000
Sectional and national chains	1,555	1,317	86,290,900	113,337,100	7.8	8.1	11,215,900
Manufacturer-controlled chains	170	168	15,729,000	15,751,200	1.4	1.1	2,159,300
Other types	1,270	166	7,436,100	2,298,000	0.7	0.2	285,200
Industrial stores	42	8	2,001,400	322,800	0.2	(b)	53,400
Leased departments or concessions	52	156	1,145,500	1,891,800	0.1	0.2	222,200
Other types of operation (1)	1,176	-	4,289,200	-	0.4	-	9,600

(a) Comparable data not available.
(b) Less than .05 per cent.
(1) Figures for 1930 include producer-distributors of milk and itinerant operators. These types of business were not included in the 1941 Census.

Table 6.--Retail Merchandise Trade, by Types of Operation, 1930 and 1941--(Cont'd)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
			$	$			$
Grocery Stores	5,594	5,714	98,562,300	88,611,500	100.0	100.0	8,506,200
Independents	4,940	5,377	60,425,700	70,227,700	61.3	79.3	7,472,400
Single-store independents	4,028	4,711	42,113,600	55,980,000	42.7	63.2	6,109,700
Single-stores (in voluntary chains)	828	545	16,060,900	11,337,300	16.3	12.8	1,098,400
Two- and three- store multiples	84	121	2,251,200	2,910,400	2.3	3.3	264,300
Chains	649	324	38,059,400	18,120,900	38.6	20.4	1,008,200
Other types	5	13	77,200	262,900	0.1	0.3	25,600
Combination Stores	2,114	2,484	74,373,000	142,049,400	100.0	100.0	10,209,900
Independents	1,770	2,079	43,592,200	62,925,300	58.6	44.3	7,532,500
Single-store independents	1,383	1,694	31,049,500	47,179,700	41.7	33.2	6,349,900
Single stores (in voluntary chains)	312	237	9,387,400	8,550,600	12.6	6.0	643,000
Two- and three- store multiples	75	148	3,155,300	7,195,000	4.3	5.1	539,600
Chains	342	404	30,735,200	79,087,100	41.3	55.7	2,672,100
Other types	2	1	45,600	37,000	0.1	(b)	5,300
Meat Markets	1,687	1,518	33,814,000	32,624,400	100.0	100.0	3,811,000
Independents	(a)	1,440	(a)	29,402,600	(a)	90.1	3,755,300
Single-store independents	(a)	1,361	(a)	26,868,400	(a)	82.4	3,713,300
Single stores (in voluntary chains)	(a)	3	(a)	43,500	(a)	0.1	1,800
Two- and three- store multiples	(a)	76	(a)	2,490,700	(a)	7.6	40,200
Chains	(a)	65	(a)	2,916,300	(a)	8.9	50,800
Other types	(a)	13	(a)	305,500	(a)	1.0	4,900

(a) Comparable data not available (b) Less than .05 per cent.

Table 6.--Retail Merchandise Trade, by Types of Operation, 1930 and 1941--(Cont'd)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
			$	$			$
Country General Stores	2,662	2,350	48,066,000	44,274,600	100.0	100.0	12,948,100
Independents	2,642	2,326	46,826,900	43,017,100	97.4	97.2	12,486,000
Single-store independents	2,219	1,933	36,149,900	32,404,300	75.2	73.2	9,501,900
Single stores (in voluntary chains)	379	295	9,060,800	7,565,700	18.9	17.1	2,118,300
Two- and three- store multiples	44	98	1,616,200	3,047,100	3.3	6.9	865,800
Chains	7	20	511,100	1,113,600	1.1	2.5	425,900
Other types	13	4	728,000	143,900	1.5	0.3	36,200
Variety 5 and 10 and to-a-dollar stores	221	482	19,631,200	37,574,800	100.0	100.0	5,256,000
Independents	70	209	1,012,000	3,882,600	5.2	10.3	948,700
Single-store independents	45	84	625,400	963,400	3.2	2.6	306,900
Single stores (in voluntary chains)	9	88	184,000	2,226,400	1.0	5.9	477,400
Two- and three- store multiples	16	37	202,600	692,800	1.0	1.8	164,400
Chains	151	273	18,619,200	33,692,200	94.8	89.7	4,307,300
Filling Stations	2,754	4,627	34,756,300	50,728,900	100.0	100.0	3,227,400
Independents	2,269	4,362	24,318,800	71,315,600	70.0	88.3	2,979,600
Single-store independents	2,170	4,203	20,893,000	66,780,000	60.1	82.7	2,807,000
Single stores (in voluntary chains)	-	4	-	177,600	-	0.2	11,600
Two- and three- store multiples	99	155	3,425,800	4,358,000	9.9	5.4	161,000
Chains	484	263	10,431,100	9,397,200	30.0	11.6	247,500
Other types	1	2	6,400	16,100	(b)	0.1	300

(b) Less than .05 per cent.

Table 6.--Retail Merchandise Trade, by Types of Operation, 1930 and 1941--(Cont'd)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
			$	$			$
Men's and boys' clothing and furnishings stores	1,662	1,478	32,327,700	36,934,300	100.0	100.0	17,363,800
Independents	1,551	1,368	25,746,000	29,685,400	79.6	80.2	16,100,500
Single-store independents	(a)	1,225	(a)	24,732,600	(a)	66.9	14,613,600
Single stores (in voluntary chains)	(a)	11	(a)	256,100	(a)	0.6	40,200
Two- and three-store multiples	(a)	132	(a)	4,696,700	(a)	12.7	1,446,700
Chains	108	101	6,392,500	7,167,200	19.8	19.4	1,233,900
Other types	3	9	189,200	142,300	0.6	0.4	29,400
Family clothing stores	471	651	14,882,300	25,277,800	100.0	100.0	8,270,100
Independents	(a)	585	(a)	20,889,900	(a)	82.6	7,155,000
Single-store independents	(a)	500	(a)	15,730,400	(a)	62.2	5,551,000
Single stores (in voluntary chains)	(a)	5	(a)	480,100	(a)	1.9	113,900
Two- and three-store multiples	(a)	80	(a)	4,679,400	(a)	18.5	1,490,100
Chains	(a)	63	(a)	4,356,900	(a)	17.2	1,199,800
Other types	(a)	3	(a)	31,000	(a)	0.2	15,300
Women's apparel and accessories stores	1,569	2,151	30,326,200	42,939,600	100.0	100.0	8,120,700
Independents	(a)	1,980	(a)	36,757,700	(a)	85.6	7,250,900
Single-store independents	(a)	1,761	(a)	29,077,900	(a)	67.7	5,910,500
Single stores (in voluntary chains)	(a)	1	(a)	21,300	(a)	0.1	6,900
Two- and three-store multiples	(a)	218	(a)	7,658,500	(a)	17.8	1,333,500
Chains	(a)	160	(a)	6,082,400	(a)	14.2	851,600
Other types	(a)	11	(a)	99,500	(a)	0.2	18,200

(a) Comparable data not available.

Table 6.--Retail Merchandise Trade, by Types of Operation, 1930 and 1941--(Cont'd)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
			$	$			$
Shoe stores	782	788	16,175,100	20,451,000	100.0	100.0	7,005,300
Independents	674	530	12,933,600	11,569,000	78.1	56.6	4,692,200
Single-store independents	524	417	7,759,800	7,873,700	48.0	38.5	3,266,200
Single stores (in voluntary chains)	87	54	2,799,400	1,639,000	17.3	8.0	753,400
Two- and three-store multiples	63	59	2,074,400	2,056,300	12.8	10.1	672,600
Chains	106	257	3,485,500	8,879,700	21.5	43.4	2,312,200
Other types	2	1	56,000	2,300	0.4	(b)	900
Lumber and building material dealers	297	388	21,950,000	32,610,800	100.0	100.0	6,355,400
Independents	(a)	365	(a)	28,748,500	(a)	88.2	5,424,400
Single-store independents	(a)	318	(a)	23,889,500	(a)	73.3	4,460,700
Single stores (in voluntary chains)	(a)	1	(a)	28,100	(a)	0.1	4,500
Two- and three-store multiples	(a)	46	(a)	4,830,900	(a)	14.8	959,200
Chains	(a)	23	(a)	3,862,100	(a)	11.8	931,000
Furniture stores	523	545	17,928,100	27,088,500	100.0	100.0	6,254,500
Independents	(a)	503	(a)	22,781,100	(a)	84.1	5,467,200
Single-store independents	(a)	406	(a)	14,118,900	(a)	52.1	3,719,700
Single stores (in voluntary chains)	(a)	14	(a)	773,000	(a)	2.9	196,400
Two- and three-store multiples	(a)	83	(a)	7,889,200	(a)	29.1	1,551,100
Chains	(a)	40	(a)	4,299,700	(a)	15.9	784,100
Other types	(a)	2	(a)	7,700	(a)	(b)	3,200

(a) Comparable data not available. (b) Less than .05 per cent.

Table 6.--Retail Merchandise Trade, by Types of Operation, 1930 and 1941--(Concl'd)

Type of Operation	Number of Stores		Sales		Per cent of sales		Stocks on hand, end of year (at cost)
	1930	1941	1930	1941	1930	1941	
			$	$			$
Household appliance and radio dealers ...	668	716	22,007,900	21,822,700	100.0	100.0	4,257,900
Independents	(a)	569	(a)	15,215,100	(a)	69.7	3,069,600
Single-store independents	(a)	535	(a)	13,252,100	(a)	60.7	2,587,800
Single stores (in voluntary chains) ..	(a)	2	(a)	16,500	(a)	0.1	2,600
Two- and three-store multiples	(a)	32	(a)	1,946,500	(a)	8.9	479,200
Chains	(a)	142	(a)	6,544,400	(a)	30.0	1,175,600
Other types	(a)	5	(a)	63,200	(a)	0.3	12,700
Restaurants, cafeterias & eating places .	1,988	3,049	27,885,700	51,607,900	100.0	100.0	1,436,300
Independents	1,859	2,895	21,396,500	44,427,200	76.7	86.1	1,286,900
Single-store independents	1,796	2,713	18,822,200	39,838,300	67.5	77.2	1,163,200
Single stores (in voluntary chains) ..	-	-	-	-	-	-	-
Two- and three-store multiples	63	781	2,574,300	4,588,900	9.2	8.9	123,700
Chains	121	137	6,214,300	6,999,700	22.3	13.6	143,300
Other types	8	17	274,900	181,000	1.0	0.3	6,100
Drug stores	1,464	1,720	35,207,500	49,208,500	100.0	100.0	10,299,600
Independents	1,325	1,524	27,930,200	38,935,500	79.3	79.1	8,708,400
Single-store independents	1,141	734	23,170,700	15,763,500	65.8	32.0	3,780,900
Single stores (in voluntary chains) ..	-	580	-	16,190,800	-	32.9	3,518,200
Two- and three-store multiples	184	210	4,759,500	6,981,200	13.5	14.2	1,409,300
Chains	135	194	7,170,000	10,236,500	20.4	20.8	1,580,100
Other types	4	2	107,300	36,500	0.3	0.1	11,100

(a) Comparable data not available.